TECHNOLOGY DEPT

OCTOBER 30, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly News[illegible] of Radio

Broadcast Adver[illegible]

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Joe Bier

THAT WOR FARM EDITOR Joe Bier is very intelligently aware of what's up on the farms of 178,500 farming families in the most highly concentrated farm area in America is no official secret. According to some penetrating poking done among 15,000 Eastern farmers by the U. S. Department of Agriculture, 85% of those replying listen to Joe's show.

Very nice, we think—for Joe Bier and his weekday, 5:30 A.M. "News of the Farm," the numerous sponsors for whom he speaks, and, of course, WOR.

Let's pause a moment, however, and consider the *reasons* for this popularity. In the first place, the fundamental idea of WOR's "News of the Farm," like most good radio ideas, was simple and forthright. WOR knew that it could not be content to study and imitate other successful farm programs. The conditions under which WOR farm families worked and lived, varied too widely with those experienced by other farming communities throughout the U. S.

So, WOR went to County Agents, Farm Bureaus, and the crack agricultural departments of Rutgers, Cornell and other universities. We asked them to tell us *what* the farmers wanted. Then, in addition, WOR went to the farmers themselves and asked them to take us into their confidence—and into their homes.

WOR—and Joe Bier—have held to this method scrupulously and patiently day after day and year after year. That is, giving WOR's listeners what *they* want, plus more than they've had any reason to expect. It's a very basic kind of thinking when the talk turns to your programming or ours here at —

that power-full station **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

NUMBER THREE in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail response from 20 Wisconsin Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

REPRESENTED BY
JOHN BLAIR & COMPANY

SEND WLS

58,000 LETTERS

58,212 letters came to WLS in 1943 from just 20 counties, comprising the first, second, and third Wisconsin Congressional districts. People in this southwest part of the Badger State write WLS for information, advertised articles, premiums and advice, just as do people in Metropolitan Chicago and the four-state area around it.

One out of Four!

These 58,212 letters are equal to 26.6% of the total number of radio homes in the same 20 Wisconsin Counties; better than ONE OUT OF FOUR! Solid proof that WLS gets results: proof from 20 Wisconsin Counties that WLS' down-to-earth entertainment and thorough, painstaking service have built FRIENDS for us, will build RESULTS FOR YOU.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

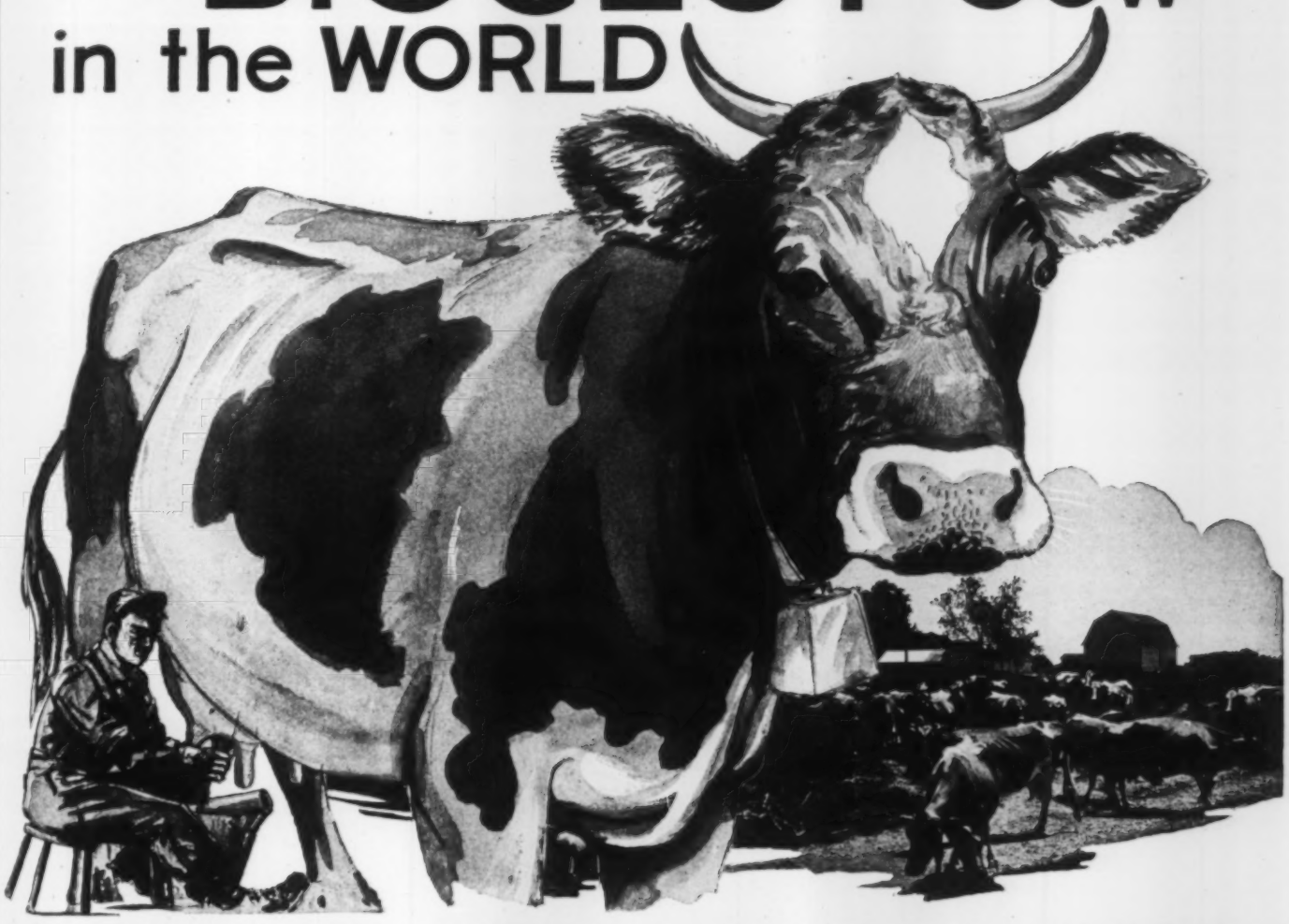
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

THE BIGGEST Cow in the WORLD



CANNOT REPLACE THE HERD!

WHTD
Formerly WNBC
Hartford, Conn.
is now under
Yankee Network
Management

The biggest cow in the world can supply only a limited number of families. It takes a herd to supply a route covering all communities.

In New England, The Yankee Network, with its 21 local stations, like the herd, covers all communities. It delivers the best in radio direct to the largest number of homes.

The tried and proved way — the quick and effective way to reach the greatest buying power of New England is through The Yankee Network's twenty-one stations.

This is the only network that gives you direct access to every important New England market including suburban trading areas — tying radio homes together so that you can reach a potential, responsive audience of 8,377,543 out of a total New England population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

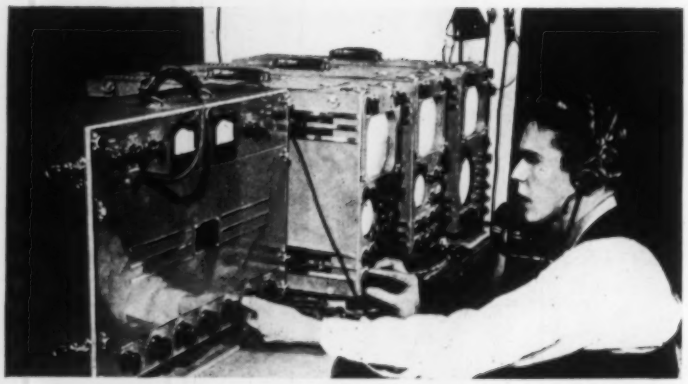
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

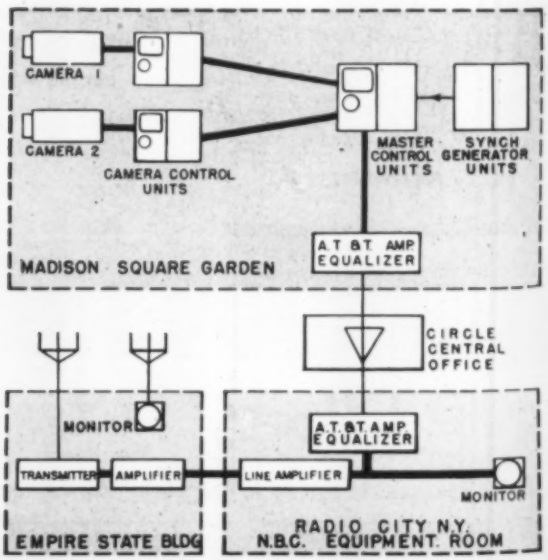
RCA "Orthicon" Camera picking up boxing bouts at Madison Square Garden, New York.

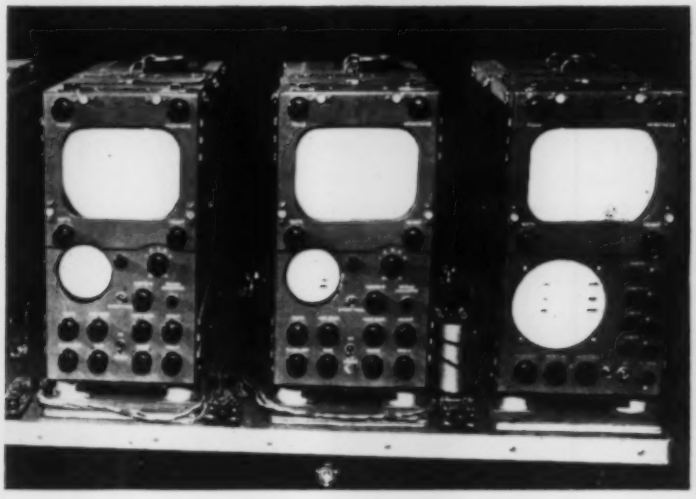
MADISON SQUARE GARDEN T



RCA control equipment used by NBC at Madison Square Garden. The audio control unit is at the left, video units at the right, power supply units beneath table. This corresponds to the "remote equipment" used by regular broadcasting stations in outside pickups.

Using RCA Television Field Pickup Equipment is relatively easy. Units are arranged as shown in diagram. Video and audio output are fed over an ordinary telephone cable (especially equalized) to Radio City, a mile away.





Main units of the RCA Television Field Pickup Equipment. The two units at the left are "camera control" units. They provide monitoring of pictures picked up by each individual camera. At the right is the "master" monitoring and switching unit. Push-buttons allow operator to select, for transmission, the camera pickup desired.

TELEVISION!

RCA Portable Television Camera (below) which made outside pickups practical. Uses "Orthicon" pickup tube (an exclusive RCA development) which, because of its much higher sensitivity, makes possible operation with far less light than with other types of pickup tubes.

BOXING, basketball, radio, ice follies, circus—enjoyed at ease in your living room. In the New York area it has been a fact for the past year! Not just as an occasional experiment, but regularly, on a weekly schedule.

These broadcasts are picked up at Madison Square Garden by NBC, using RCA's standard Television Field Pickup Equipment, and are put on the air through NBC's Television Station WNBT. Some idea of the advanced design of this equipment and the ease with which it is used can be gained from a study of the accompanying illustrations. Not so obvious, but equally important is the experience behind this design. Before the war RCA built apparatus of this type for NBC, CBS, Don Lee and others. After the war RCA will introduce still further improvements—*based on actual experience in building commercial-type television equipment.*

BUY MORE WAR BONDS

1919—1944

25 Years of Progress in Radio and Electronics

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

STABILITY . . . .

KOIL Consistently Produces First Class Listener Interest Programs . . . . such as . . . .

"MAIL CALL"

A program very close to the Hearts of Nebraskans and Iowans of the KOIL area.

IT GOES LIKE THIS:

Nebraska and Iowa GIs write home—colorful letters—filled with personal views and experiences of the war.

So do Nebraska and Iowa Gobs and Leather-Necks from over the Seven Seas. Their letters are full of interest to the "home folks".

On KOIL Pat Bauman reads these letters to a tremendous audience that hangs on every word. What a spot for your commercials! Ask Edward Petry Co., Inc., our representative about it.

KOIL

CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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Sid Hix — 70

SOL TAISHOFF
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TORONTO: James Montagnes.

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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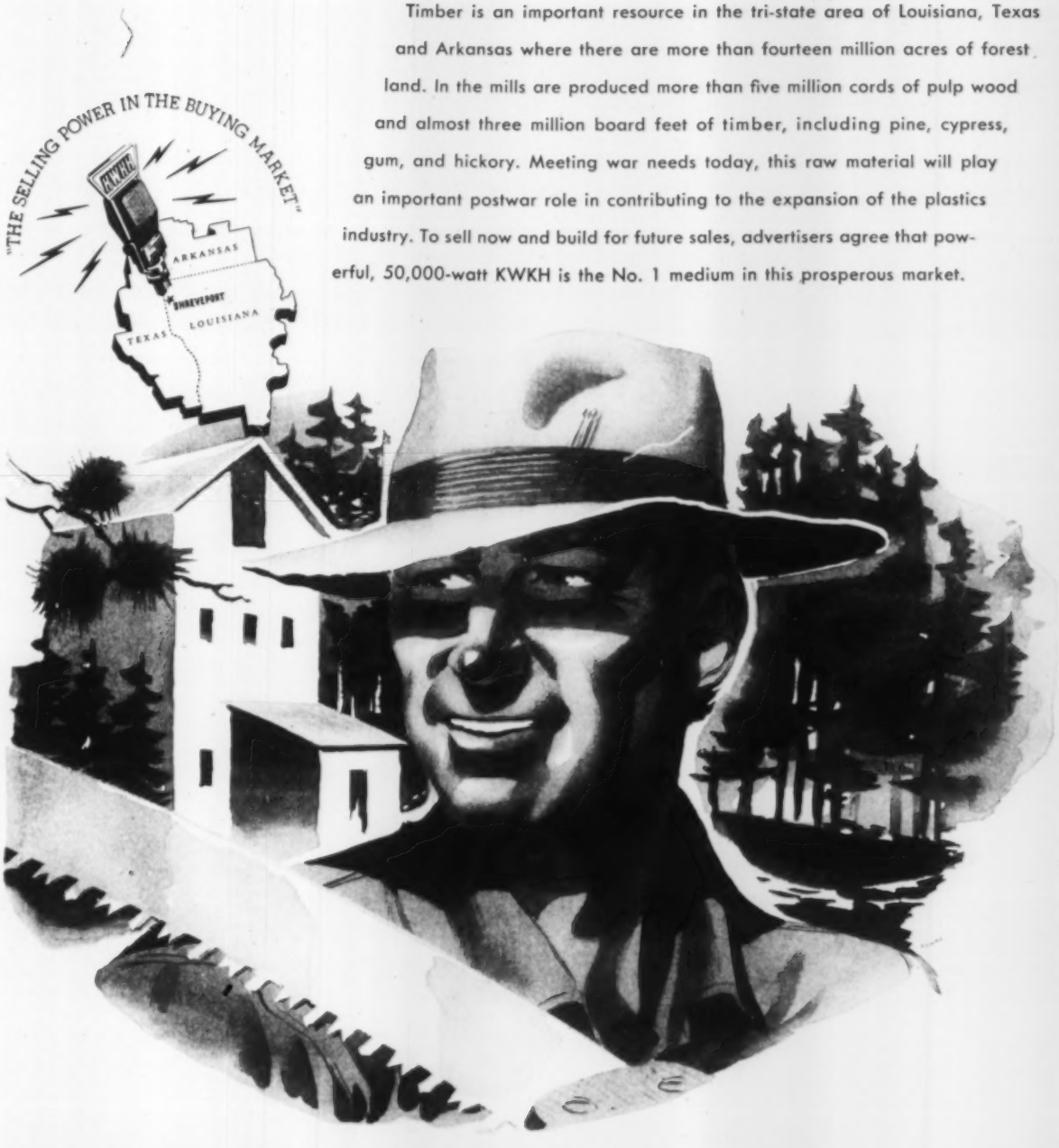
TIMBER

Timber is an important resource in the tri-state area of Louisiana, Texas and Arkansas where there are more than fourteen million acres of forest land. In the mills are produced more than five million cords of pulp wood and almost three million board feet of timber, including pine, cypress, gum, and hickory. Meeting war needs today, this raw material will play an important postwar role in contributing to the expansion of the plastics industry. To sell now and build for future sales, advertisers agree that powerful, 50,000-watt KWKH is the No. 1 medium in this prosperous market.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WHOT

SOUTH BEND, INDIANA

SOUTH BEND'S PROGRESSIVE NEW RADIO STATION

●

Serving Northern Indiana and Southern Michigan

WHOT, a progressive wide-awake radio station serving the Northern Indiana-Southern Michigan area, offers you coverage of a vast audience of able-to-buy workers . . . an audience that won't get your sales message via Chicago, Detroit, or Indianapolis stations. Complete your radio coverage of Indiana and Michigan with WHOT in the South Bend-Mishawaka-Niles area.

The BLUE Network

WHOT and WHBU

are represented nationally by

WEED & COMPANY

New York — Chicago — Detroit — Boston — San Francisco — Hollywood

WHBU

ANDERSON, INDIANA

INDIANA'S SECOND-OLDEST RADIO STATION

●

Serving All Eastern and North-Central Indiana

WHBU, Indiana's second-oldest radio station, serves one of Indiana's ten top cities and one of Indiana's finest trading areas. It has often been said of Anderson that "here is truly one of America's typical mid-west cities . . . home of several large industries, center of wealthy and dense farming community, city of homes, and the home of far-larger-than-average incomes."

The BLUE Network

FIVE ANNOUNCEMENTS REGARDING

The Cowles Stations

1. The name, Iowa Broadcasting Company, is changed to **COWLES BROADCASTING COMPANY.**
2. This corporation, directly or through subsidiary companies, will operate five radio stations:

KRNT Des Moines
WNAX Sioux City-Yankton
WOL Washington
WHOM Jersey City-New York
WCOP Boston

3. Executive personnel of The Cowles Stations includes:

T. A. M. CRAVEN, vice president, who recently completed a seven-year term on the Federal Communications Commission, will be the senior executive and technical advisor of all Cowles Stations, with headquarters at **WOL** Washington.

MERLE JONES, who recently resigned as manager of the Columbia-owned station, KMOX St. Louis, has moved to Washington as general manager of **WOL.**

DON INMAN, formerly Waterloo manager of WMT, is now general manager and vice president of **WNAX** Sioux City-Yankton, with headquarters at Yankton.

CRAIG LAWRENCE, vice president, formerly manager of KRNT Des Moines, will directly supervise the operation of **WHOM** Jersey City-New York and **WCOP** Boston, making his headquarters in New York at WHOM.

PHIL HOFFMAN, vice president, formerly manager of WNAX, will supervise operation of **KRNT** in Des Moines and **WNAX** Sioux City-Yankton, with headquarters in Des Moines.

A. N. ARMSTRONG, jr., formerly assistant manager of WCOP and WORL, is now general manager of **WCOP** in Boston.

4. **TED ENNS**, national sales manager of the Cowles Stations, has established headquarters in New York at WHOM. All Cowles Stations will be represented in the national field by The Katz Agency, Inc.

5. Extensive plans are under way for further improvement of the programming on all these stations. As war restrictions are lifted, physical facilities of all the stations will be expanded, coverage further extended, and a program of expansion into frequency modulation and television will be launched.

COWLES BROADCASTING COMPANY

GARDNER COWLES, JR., *President* — JOHN COWLES, *Chairman of the Board*

"Speak forcefully, Wilbur— let's attract attention!"

Sure, any announcer can get differences of a minor sort into his voice—and *sure*, there are minor differences between the voices of various announcers.

But if you want your commercial to *stand out*, why fight for the tiny difference-potential in the human voice? Why not use Sonovox, and have your piece spoken by something "out of this world?"

Words spoken in Sonovox voices make people stop—listen—remember. And when they remember, radio results go up.

Sonovox is not inexpensive. It costs dough. It's *only* cheap when you consider how much it increases radio's effectiveness—and at what a small percentage of time-and-talent costs.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and *Wm. Esty & Co., Inc.*

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 18 WASHINGTON, D. C., OCTOBER 30, 1944 $5.00 A YEAR—15c A COPY

New FCC Allocations Seen in Fortnight

Ultra-High Video Is Rebutted by RCA-NBC

By BILL BAILEY

WITHIN the next fortnight FM and television manufacturers and broadcasters may know how to gear their postwar efforts. A decision by the FCC on spectrum allocations, based on hearings which will conclude this week, may be forthcoming immediately.

That disclosure was made by Chairman James Lawrence Fly last Thursday afternoon as Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., concluded the television phase of the hearings with a proposed compromise to iron out the differences between proponents of present-band video and those who see the art's future in the higher spectrum.

"We expect to give prompt consideration to allocations at the close of these hearings," said Mr. Fly who is slated to leave the Commission Nov. 15 to enter private law practice.

Propagation Data

"We hope to conclude these hearings at as early a date next week as possible," he continued.

Speeding up proceedings (originally scheduled to close today (Oct. 30), the FCC was to sit Saturday, meet at 2:15 p.m. Monday for other new services, including taxicabs, buses, railroads, etc., and hoped to complete the hearings Tuesday. Chairman Fly announced that the RTPB then would present summaries and he expressed the hope that all conflicts will have been resolved. Any witnesses with additional evidence or rebuttal testimony will be heard.

Meanwhile the first propagation data in the 8-100 mc band, declassified Oct. 18 by the Joint Chiefs of Staff [BROADCASTING, Oct. 23], was placed in the record Thursday in the form of graphs by Dr. Lynde P. Wheeler, chief of the Technical Information Division, FCC Engineering Dept. Dr. Wheeler said members of his department would present detailed information before the hearings adjourn.

In addition other witnesses last week disclosed considerable new propagation data which heretofore had been classified. Commissioners and engineers alike were of the opinion that the declassified data will be of immense value to the FCC in deciding allocations for FM and television. On the other hand it was pointed out that propagation data above 100 mc still is in the classified category and not available for public use.

Based on cross-examination by Charles R. Denny, FCC general counsel; George P. Adair, chief engineer, and Commissioners, indications were that the FCC is thinking in terms of 88-108 mc for FM, with some television channels below 88 mc and some between 108-300 mc, with a good portion of the band above 400 mc set aside for development of higher definition video. Chairman Fly gave outward indication that he personally favors the better-definition pictures. Commissioner E. K. Jett held television eventually will be in the higher spectrum, although in his questioning he indicated a leaning toward present-band video until the higher-definition is fully developed.

RCA-NBC Position

Some engineers thought emergency Government services and aviation would demand frequencies 40-43 mc, while FM would be placed at 43-58 mc and television would start at 60 mc.

Last week the Commission heard RCA-NBC witnesses plead for continuation of television in the present band, contending it would take from 5 to 10 years to develop higher-frequency video to the stage where the present art is today, "ready to go commercial".

Headed by Niles Trammell, NBC president; Thomas F. Joyce, manager of the radio, phonograph and television manufacturing depart-

(Continued on page 59)

Printer's Work Stoppage

THIS ISSUE of BROADCASTING was produced under difficult circumstances created by a three-day work stoppage of printers in Washington publication plants. After several months of negotiation, during which the Regional War Labor Board in Philadelphia and the National Board in Washington interceded, compositors at 27 commercial printing plants did not report for work last Monday, and remained absent until late Wednesday when the dispute was settled.

Consequently it was necessary for BROADCASTING to distribute linotype production among several plants. When the labor dispute was arbitrated, composition from these plants was rushed to the Darby Printing Co., where BROADCASTING is printed, and locked in Darby forms for the run. Only late-breaking news was set in BROADCASTING's conventional type styles.

Unorthodox appearance of news columns, which display about six different type faces, was accepted as a lesser evil than missing a deadline, a circumstance which has not occurred in this publication's 13-year history.

BROADCASTING has occasion again, as it did Oct. 16 when a threatened work stoppage necessitated unconventional makeup, to thank those among its advertisers who have permitted re-scheduling of their copy in order to assure publication on schedule.

Hogan Foresees Broad Field For Development of Facsimile

A COMPLETE nationwide facsimile broadcast service can be accomplished with but 20 channels 100 kc wide in the 100-200 mc band, while the public and emergency services such as police, fire, railroads and others may transmit facsimile on a large scale without increasing the demand for channels, John V. L. Hogan, chairman of Panel 7, Radio Technical Planning Board, told the FCC last Friday as hearings began in facsimile allocations.

"All services except broadcast facsimile may be properly accomodated without increasing the demand for channels, by specifying that A4 emission (facsimile) may be used in place of A3 (telephone), or A2 (tone telegraph), or even A1 (keyed telegraph)," said Mr. Hogan, president and part owner of WQXR-WQXQ, now controlled by the *New York Times*. Facsimile can be adapted to any channel on the frequency limits of the particular channel, he added.

Full Competition

In asking for 20 channels 100 kc wide, Mr. Hogan said that service would permit 10 transmitters in the largest area, thereby affording full competition. He referred to broadcast facsimile as the "magic typewriters" or "radio printing presses" for the homes and offices of our nation, and sooner or later it will

(Continued on page 67)

AMONG top radio officials who testified on television last week at FCC allocations hearings were Thomas F. Joyce (l), manager, Radio, Television & Phonograph Division, RCA, and Niles Trammell, NBC president.

Kobak Mentioned for McClintock Post

Slated For Conference With MBS Officials, Stockholders

NEARLY simultaneous announcement last Tuesday of the resignation of Miller McClintock as president of Mutual and of Edgar Kobak as executive vice-president of the Blue, gave rise to impending sweeping changes in the cooperative network and probable selection of Mr. Kobak as Mr. McClintock's successor.

Mr. Kobak, it was ascertained, was to confer with Mutual executives and stockholders in New York over the weekend, but with little likelihood that prompt decision would be reached. A meeting of the MBS board and of its stockholders, presumably would be a necessary prelude to action. Alfred J. McCosker, Mutual board chairman, had talked in preliminary fashion with Mr. Kobak earlier in the week, but there was no sign that the resignations were in any wise related.

Several Proposals

In Chicago late last week, Mr. Kobak said he had talked over a number of proposals, some in radio and others in the publishing field, but added he had no intention of "getting out of radio". His decision to leave the Blue was reached because he felt he couldn't be happy under the reorganized structure, though he had confidence in the network's future. Since the change in executive direction of the Blue last month, reports had persisted that he might leave since many of his executive duties largely had been absorbed by Chester J. LaRoche, Blue executive committee chairman and chief operating head.

Mr. McClintock has not announced his future plans, and it is not certain whether he will remain until expiration of his contract Dec. 31. It is doubted whether a successor to Mr. Kobak on the Blue will be chosen. Mr. McCosker said that Mr. McClintock's retirement is in accordance with "the terms of the original agreement". The board will announce a successor "in the near future", he added.

Mr. Kobak, former vice-president of NBC in charge of sales, and teammate of Mark Woods, Blue president, in building that network after its separation from NBC two years ago, has become one of radio's best-known figures. He was a vice-president of Lord & Thomas, New York, from 1936 until 1940. Former president of the Advertising Federation of America, while a top publishing executive with McGraw-Hill, Mr. Kobak has been mentioned as the possible successor to J. Harold Ryan as president of the NAB. Mr. Ryan has agreed to serve only until July 1, when he proposes to return to his vice-presidency of the Fort Industry Co., station operators.

MR. KOBAK

For some months, Mr. McClintock's retirement from Mutual has been conjectured, upon termination of his contract Dec. 31. He was the network's first paid president, having assumed that position in November 1942. He came to Mutual from his post as executive director of the Advertising Council.

Aside from the association of Mr. Kobak's name with the Mutual helm, it is understood the proposal had been made that Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, West Coast adjunct of Mutual, and an executive vice-president of Mutual on the Coast, be transferred to New York temporarily to reorganize and vitalize the network's operations. Mr. Weiss, according to these reports, was unable to accept because of the pressure of activities on the Coast and because Thomas S. Lee, president of Don Lee, was loath to see him leave, even temporarily.

Stanton's Name Heard

Another name mentioned in connection with Mutual, for which confirmation is lacking, is that of Dr. Frank N. Stanton, dynamic young vice-president of CBS in charge of stations. Whether Dr. Stanton entertained the offer could not be confirmed last week.

Mr. McCosker, in announcing Mr. McClintock's impending retirement, did not amplify that statement other than to say that the board probably would meet sometime in November to name a successor. At the same meeting, the date for which had not been set, it is expected C. M. Campbell, advertising manager of the *Chicago Tribune*, will be elected to the Mutual board to succeed W. E. Macfarlane, who died unexpectedly Oct. 9. Mr. Macfarlane also was chairman of the Mutual executive committee, as well as head of WGN Chicago.

Blue Meeting

Meeting of the Blue stations advisory and planning committee with top executives of the network in Chicago last Thursday was expected to produce some statement of the Blue's plans for handling new studio construction, FM, television, facsimile and other future developments which had been under Mr. Kobak's supervision.

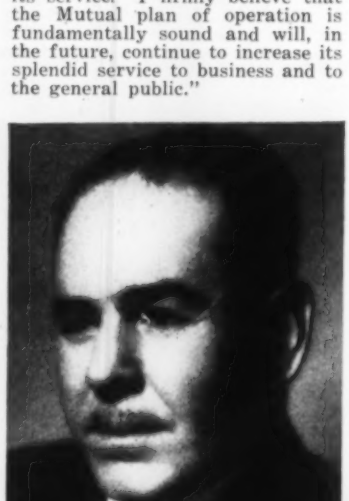
Internal disagreement over operating policies within the MBS executive organization, which recently led to the resignation of Ed Wood as general sales manager and earlier in the year to that of Richard Connor as head of the network's station relations, are presumably responsible for Mr. McClintock's retirement as well.

Addressing a meeting of Blue employes Tuesday morning, Edward J. Noble, chairman of the Blue, and Mark Woods, president, expressed regret at the departure of Mr. Kobak and paid tribute to his work in building the network to its present position. Both executives made it clear that no further changes in key personnel are anticipated, with Mr. Woods stating that he will remain with the Blue. He attributed Mr. Kobak's resignation to disagreement with the policies recently instituted by Mr. La Roche, as chief operating official of the network, describing it as no sudden act, but the result of long contemplation. Mr. Kobak is retaining his stock interest in the Blue, understood to amount to 2½% of the outstanding shares, purchased last December when Mr. Woods also acquired a like amount of Blue stock.

McClintock Comments

Mr. McClintock said: "My term of service with the Mutual Broadcasting System has been in accordance with the original agreement with the board of directors of the corporation. The position has afforded two years of the most stimulating and interesting activity in which it has been my pleasure to engage.

"Due to the fine cooperation of the shareholders, the affiliated stations and the enlarged staff, Mutual Broadcasting has had the privilege of increasing its sales by approximately 100% and has made constant progress in the quality of its service. I firmly believe that the Mutual plan of operation is fundamentally sound and will, in the future, continue to increase its splendid service to business and to the general public."



MR. McCLINTOCK

KOBAK LETTER

Dear Ed:

This is the hardest letter I have ever had to write. I have decided to leave you and my other associates on the Blue Network. I feel that the major part of the task that was put before us over four years ago is about completed. The Network has reached maturity, if that's possible for a network, and the new people and new ideas can help it grow faster from this point on.

The things that I like to do best have to do with planning and building, and I feel that the foundation and structure have been laid now and now it is a job of strengthening and improving. There isn't much left for me to do among the things that I prefer to do, so I feel this is probably a good time for me to make this move.

I have every confidence that the Blue's present organization is going to achieve leadership from all standpoints in the broadcasting industry. I hope that some of the standards that I helped to establish, along with our employes, will be a partial factor in reaching that position.

I wish you, Mark Woods, Chet LaRoche and my other associates and old friends the success that I know you are striving for and that you deserve. I want to thank you personally for your kindness and your patience, and for the help that you have given me at all times. The friendship that has grown between us is one that I hope will grow closer as time goes on.

Sincerely,
EDGAR KOBAK

NOBLE LETTER

Dear Ed:

It was with the greatest regret that I received your letter of resignation. I am extremely sorry that you are leaving the Blue Network.

Ever since the Blue Network was separated from the National Broadcasting Co. in January 1942, its progress has been guided, in great part, by the talents and abilities of you and Mark Woods. I know something of the difficulties you faced in that task. You did the job with your usual capacity and hard work.

We, who are newer at the Blue Network, have a deep appreciation of the organization that you built. As you point out, the foundation of the Blue has now been laid and we are moving rapidly to build the type of network that you envisioned.

I have the greatest faith in your ability and I am hopeful that, in your future activity, you may have even greater success than has been yours at the Blue Network. I know that our friendship will continue, for like you I value it highly.

I appreciate more than I can say your expression of confidence in the future of the Blue. We all here will miss you, and Mark, Chet and I sincerely hope that you will find happiness in your future work.

Sincerely,
EDWARD J. NOBLE

Radio Leads Other Media, Says FTC

Leading Industries Increase Air Budgets

By JACK LEVY

ALTHOUGH second from the standpoint of total expenditures, radio advertising is the most important medium used by 17 leading industries comprising 548 manufacturers, according to data gathered by the Federal Trade Commission and presented in a report entitled "Advertising as a Factor in Distribution," transmitted to Congress last week-end.

The report, part of an overall study on Distribution Methods and Costs, was undertaken by the Commission for fact finding purposes under a resolution adopted June 27, 1940 under Section 6 of the Federal Trade Commission Act. Summaries of the report are now available to the advertising industry and copies of the full report are expected to be on sale in a few months by the Government Printing Office.

Initiated as a study of normal peacetime distribution, the report contains the following highlights:

Highlights of Report

1. A larger part of the total advertising budget of 548 companies during 1939 was spent in radio than any other medium. Radio advertising accounted for 18.3% of total media expenditures by these companies in that year.

2. Manufacturers of cereals devoted 54.9% of their advertising expenditures in 1939 to radio and flour mills devoted 44.6%.

3. Radio advertising has had the most rapid growth of any medium during the last five years, expenditures by large advertisers during 1943 exceeding the previous year by 83.7%.

4. Advertising expenditures of 2,716 manufacturers in 1940 ranged from a minimum of 0.06% per dollar of sales for the shipbuilding industry to 13.94% per dollar of sales for drugs and medicines.

5. During the period 1935 to 1939 there was an increase of 34.3% in the number of advertising agencies and an increase of 37.5% in income of agencies for services to clients. Agencies numbered 1,628 in 1939 and received for services $97,372,000.

6. A study of the advertising expenditures of 1,527 large retailer organizations with total net sales in 1939 of $481,156,224 shows a range in advertising cost per dollar of sales of 0.59% for lumber dealers to 4.35% for women's clothing stores.

7. Cooperative advertising in the automobile industry between manufacturer and dealer has been virtually suspended as a result of the war and has been replaced by institutional advertising by the industry to keep company names and makes of cars before the public pending return to civilian production. Whether this will affect postwar advertising arrangements "cannot be stated."

8. In the opinion of large retail stores, "there is a distinct trend in some lines for manufacturers to turn from straight national advertising to dealer cooperative advertising in the media which reach their markets."

9. Competitive granting of advertising allowances by manufacturers of articles or brands which may be substituted one for the other "may increase the distribution expenses of all manufacturers concerned to an extent out of all proportion to any increase that may occur in sales of the products on which allowances are given. Where this occurs . . . consumer prices of manufacturers' nationally advertised brands become so high as to favor the development of distributor-owned brands and the sale of unbranded or unadvertised brands at lower prices."

Advertising Value

In a summary of its report, the Commission relates the advertising industry to the agency's responsibility in preventing unfair trade competition and safeguarding the consumer. It recognizes the value of advertising in introducing new products and maintaining consumer interest in establishing products and brands. It points out that when advertising is employed to popularize a particular product or business, its effect "may be merely to shift consumer demand from one brand to another or from one merchant to another without increasing the total volume of goods sold".

"Advertising," the Commission finds, "may be informative, truthful or deceptive, attractive or repulsive and when used to excess by all manufacturers or distributors of a particular product, or by makers or distributors of substitute products, its effect may be to increase distribution expenses, which must either be borne by the consumer through high prices or by the advertisers through diminution of profits.

"On the other hand", the report declares, "manufacturers of, or dealers in a new product may attract the public demand to this product to such an extent that production costs may be radically decreased."

Views Agencies' Growth

The Commission's study reveals a wide difference in advertising costs among different industries and trades, the expenditures per dollar of sales being largest in certain lines of consumer goods such as drugs and cosmetics and food specialties and smallest for heavy chemicals, semi-finished products and durable capital goods. It also shows wide variance with trade customs and competition for trade among producers for different types of products and even with respect to products in a single line.

The report points out that advertising, "like other competitive devices . . . is susceptible of use as a means of unfair competition". It finds, specifically, that advertising allowances granted to dealers "may be the means of discriminating in price between different classes of customers" and when granted by a single manufacturer to "a favored few hard-bargaining customers" has a tendency to spread to other customers and to be adopted by other manufacturers until the entire industry or trade is involved.

Reflecting the importance of advertising in the U. S., the report points to the growth of advertising agencies in the five-year period from 1935 to 1939 and cites Publishers' Information Bureau figures showing expenditures by 401 large advertisers during 1941 of more than $250,000,000. During 1940, the total spent by 2,549 manufacturing firms reporting to the Commission was $483,503,000 as compared to the aggregate sales by these companies of $25,864,135,000, or an average advertising expenditure of 1.87 cents per dollar of sales.

An analysis of the proportion of the amount spent by 548 corporations whose advertising expenditures in 1939 aggregated $71,498,607 for 17 industries showed the following percentages:

Radio	18.3
National Magazines	17.4
Newspapers	15.2
Miscellaneous	13.3
Material Furnished Dealers	13.0
Outdoor Posters	7.3
Joint Advertising	6.4
Letters, Folders Mailed by Manufacturers	5.7
Trade Journals	2.6
Indoor Posters	0.8

Although expenditures by the companies covered in the analysis were greater for radio than for any other media, only one out of four used radio. The 17 industries studied were: manufacturers or processors of meats, canned foods, cereals, flour, biscuits and crackers, coffee, women's dresses, women's hosiery, men's and boys' suits, men's shirts, carpets and rugs, lumber, cement, paints and varnishes, farm machinery, gasoline and lubrication oil, and rubber goods.

Survey Media

The Commission noted a wide difference in the proportion of the different media used by different industries in 1939. For example, 72% of the advertising outay of meat processors went to national magazines, newspapers and material furnished dealers while cereal manufacturers and flour millers spent 55% and 45% respectively of their advertising funds for radio.

Coffee processors devoted 34% of their advertising to newspapers; women's dress manufacturers spent 55% of their funds in national magazines; lumber manufacturers expended 48% of their budgets in trade journals; carpet and rug manufacturers put 54% of their expenditures in national magazines.

The Commission found that 439 wholesalers with net sales of $439,215,815 in 1939 spent an average of .35 of a cent per dollar of sales for advertising while 1,529 retailers with aggregate sales of $481,156,224 spent approximately 1.4 cents per dollar of sales. Based upon their total distribution costs, advertising expenditures ranged from 2.39% in the case of retail lumber dealers to 12.6% for women's clothing stores.

The report reflects the Commission's concern with the practice of cooperative advertising, discussing advertising allowances in the automobile, farm machinery, tire and tube, household electrical appliance, paint and varnish, petroleum refining, men's and boys' clothing, women's clothing, women's hosiery and rayon industries. It finds manufacturers divided in their opinions regarding cooperative advertising, many of its users condemning it as a burden while others commending it as a vehicle for obtaining more active sales efforts from retailers.

ANA Directors Vote Approval of NAB Circulation Bureau

FORMAL approval of the NAB project to form a cooperative bureau to measure radio station circulation was voted by the board of directors of the Assn. of National Advertisers Oct. 23, according to an announcement last week by NAB headquarters. The ANA Board action followed similar approval by the board of the American Assn. of Advertising Agencies on Oct. 3.

With the approval of both the advertiser and agency trade groups, the way now is paved for the drawing up of articles of incorporation and bylaws to establish the proposed bureau. Committees representing each Association and the NAB then will be designated to complete the paper work, after which the NAB Board will be asked for an appropriation to cover initial expense of setting up the bureau.

The project entails expenditure of one million dollars by broadcasters each two years for a biennial mail ballot, at an estimated cost of $1 per ballot. The cost of the bureau is computed at $65,500 for the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

The plan, which would give radio the counterpart of the Audit Bureau of Circulations in the publications field, was unanimously approved by the membership of the NAB at the Executives War Conference in Chicago Aug. 30.

Radio committees of the ANA and AAAA on Sept. 22 were informed at first hand of the project by J. Harold Ryan, president of the NAB; Hugh Feltis, KFAB Lincoln, NAB director, and Roger W. Clipp, WFIL Philadelphia, chairman of the research committee. John Morgan Davis, of Philadelphia, NAB labor relations counsel, is drawing up the initial articles of incorporation to be submitted to the joint Association committees.

FCC Chairmanship Hinges on Election

Porter and Reinsch Are Mentioned Frequently For Position

NOW THAT James Lawrence Fly's departure from the FCC in mid-November is all but publicly confirmed, radio tongues in official Washington are wagging feverishly about his successor as chairman of the FCC and of the Board of War Communications.

A Roosevelt election victory, according to the speculation (and it's that at best) gives the top radio post to one of two workers in the Roosevelt Fourth Term vineyard—Paul A. Porter, Democratic National Committee publicity director, or J. Leonard Reinsch, Committee radio director. There is even talk about both landing on the FCC, since, with Mr. Fly's imminent resignation, there would be two vacancies. One has existed since Comdr. T. A. M. Craven left June 30 to become vice-president of Cowles Broadcasting Co.

Porter Experienced

Mr. Porter, by dint of rank and age, as well as Government stewardship, presumably would be first choice for the chairmanship, should both he and Mr. Reinsch become available.

A Dewey victory on the other hand, probably would see the FCC worked over from stem to stern. Gov. Norman S. Case, Republican veteran of 10 years on the Commission, would appear the Republican chairmanship choice. But beyond that, it's anybody's guess. There are several men adept in radio surrounding the GOP nominee, and it is logically presumed that one or more would warrant FCC reward. This presupposes also that other members of the Commission, whose terms run variously from one to seven years, would tender their resignations following custom.

A Porter or Reinsch appointment (or both) would win the plaudits of most broadcasters, irrespective of political faith. Both are worldly wise on radio. Mr. Porter, who is just 40, was CBS attorney from 1937 until 1942, when defense activities called him back into Government service, where he has been since. Mr. Reinsch, just 36, is the managing director of the Gov. James E. Cox stations—WSB Atlanta, WIOD Miami and WHIO Dayton. He is one of radio's best-known and brightest young men, and a practical broadcaster of wide attainment.

There are those who see the chairmanship, under a Roosevelt appointment, as in the bag for the radical Commissioner Clifford J. Durr, Alabama Democrat, who is pro-CIO and, from his public utterances and private comments, is out of sympathy with commercial radio in its existing form. It is believed, however, that if nominated he would face a brutal battle for confirmation, because the opposition would reach unprecedented proportions.

For what it's worth, there is the report that Chairman Fly has told Mr. Porter he wants him to take the chairmanship and that he (Fly) would clear it in the appropriate places. Mr. Porter has been non-committal. He has told friends he has another job to finish now, and that he would prefer to sleep awhile before tackling a new one.

Not to be overlooked in the armchair quarterbacking is E. K. Jett, newest FCC member and its chief engineer prior to his appointment as an Independent early this year. With weighty technical allocation questions immediately ahead, his elevation to the chairmanship would win practically universal approbation in all communications circles. He could qualify for chairman either under a Democratic or Republican administration, and there is no question raised anywhere about his ability.

Fly Remains Silent

Mr. Fly has maintained a sphinx-like silence about his impending retirement, but he studiously avoids denying it. He has told friends by the dozen he will leave after the Nov. 7 elections. The best information is it will be Nov. 15. There are even reports he has already submitted his resignation to the President with an effective date, and with the plea that it be accepted, for personal reasons. When it comes, observers expect the President to write a "Dear Larry" letter.

With something more than rumor to back it, this publication has been told that Mr. Fly already has rented offices in the RCA Bldg., 30 Rockefeller Plaza, New York, for his law practice. These sources even venture the suite number (613). This same source relates Mr. Fly has rented an apartment on East 56th Street. More speculative is the suggestion that Miss Charlotta Gallap, Mr. Fly's confidential secretary, who has served him for about a decade, will join him in his private practice. Miss Gallap was with Mr. Fly when he was general counsel of TVA. Peter Shuebruk, Mr. Fly's legal assistant, these reports relate, will be associated with him, too.

Mr. Fly can represent Muzak and Associated Music Publishers, which aspire to nationwide "subscriber radio" service, sans advertising, if he likes. William B. Benton, ex-advertising executive and now owner of all the common stock of Muzak and AMP, has offered him the general counselship, or an executive post. [BROADCASTING, Oct. 16 and previous issues].

He also has received proposals from several other companies—one understood to be the American Export Aviation Lines.

It is doubted whether Mr. Fly will represent radio clients before the FCC for the present. There would be nothing to prevent him from doing so, however, provided he didn't handle matters which were pending during his FCC incumbency, which began in September 1939.

HERE IS Chesser M. Campbell, former advertising manager of the *Chicago Tribune*, who succeeded to the broadcast duties of the late W. E. Macfarlane, business manager of the *Tribune* and vice-president of WGN. He was elected a director of Mutual network at a special meeting of stockholders held Oct. 25 in Chicago (see story page 58).

Sponsored Hour Gains Are Reported by Blue

THE BLUE Network reports a total of 8,850 sponsored station hours per week during the month of October, an increase of 113% over the same month last year, when the figure was 4,162 hours per week. Reviewing business gains during the nine months of the current year, the network finds that 33 new national advertisers have contracted for time, with the result that 92% of all evening network optional time is sold, while 71% of network optional time is sold for the daytime hours.

In October, 1944, the report states a total of 41 nighttime commercial programs were using an average of 145 stations per program, a 37% increase over a year ago, when 31 programs were carried by an average of 106 stations. In the same month 33 daytime sponsored programs were using an average of 163 stations per program, a 51% increase over a year ago.

Sloan Auditions

DR. EARL S. SLOAN Inc., New York, will discontinue *Gangsters* on 91 Blue stations Friday 9-9:30 p.m. following the broadcast of Jan. 5, also the date on which the account leaves Warwick & Legler Inc., New York. William R. Warner & Co., New York, parent company, has assigned four agencies to submit presentations in preparation for making an appointment, probably sometime in December.

'Voice' Expands

VOICE OF PROPHECY Inc., Washington, D. C., added 40 more stations to the 445 now carrying *Voice of Prophecy* half-hour religious show on Sundays during October. Contract for 52 weeks was placed by George C. Hoskin Assn., Chicago.

Sponsorship Case Delay Is Requested

Additional Time Sought To Clarify Proposals

(*See earlier story on page 24*)

POSTPONEMENT of oral arguments on the FCC's proposed identity rules from Nov. 10 until about Nov. 24 was regarded likely last week, on petition of the NAB and following informal discussions of radio attorneys with the Commission's law department.

Seeking additional time to explore means of clarifying the proposed new rule, Philip G. Loucks, former NAB managing director, retained as special counsel for the NAB, said a petition would be filed seeking postponement of the date for filing of briefs from Nov. 1 to Nov. 15 and postponement of the scheduled arguments from Nov. 10 to Nov. 24 at the earliest. It was thought the Commission would be favorably disposed.

Informal Discussion

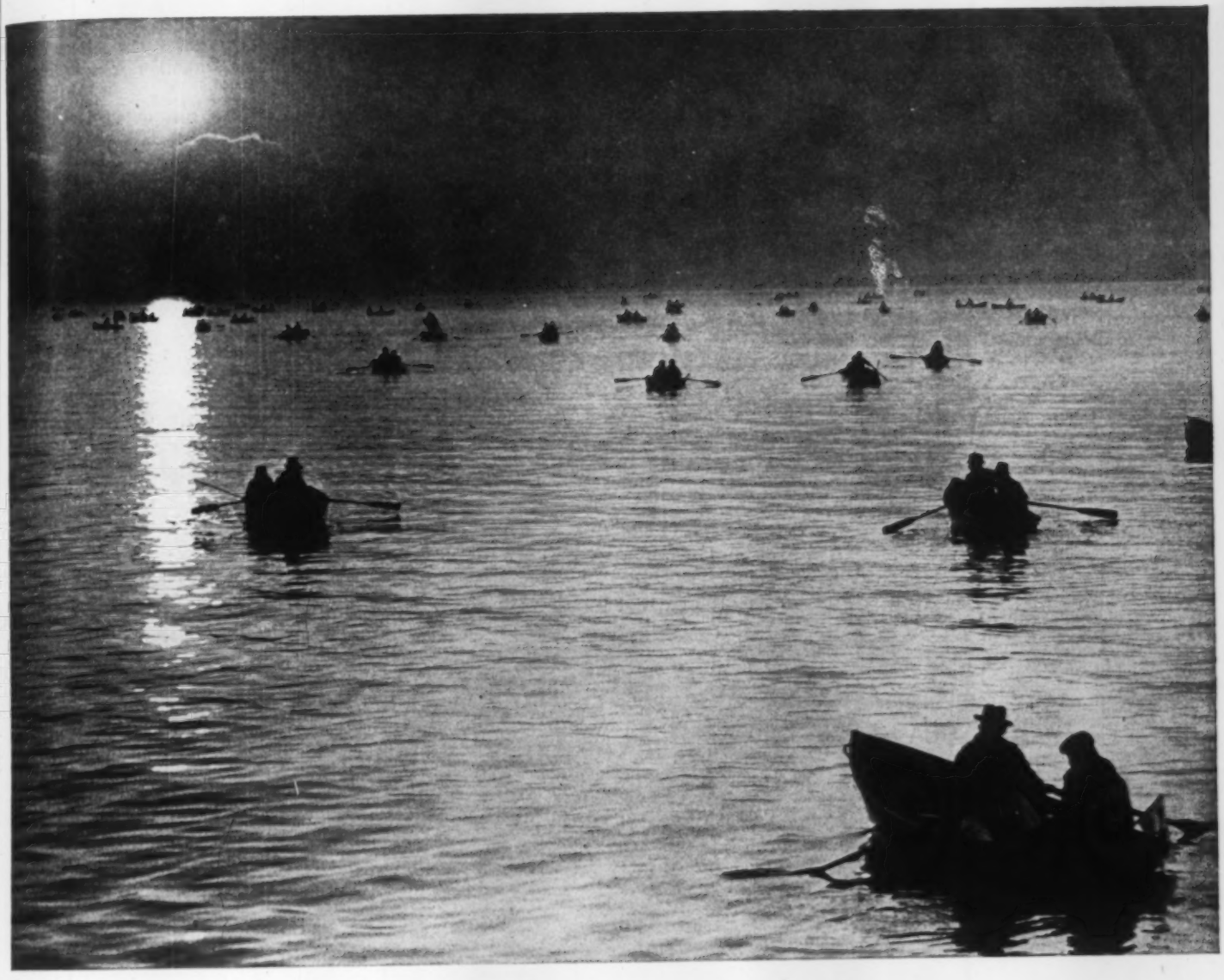
At an informal discussion last Wednesday, FCC General Counsel Charles R. Denny and Assistant General Counsels Rosel H. Hyde and Harry Plotkin discussed with the industry group of the scope of the proposed rule, which has been drafted pursuant to Sec. 317 of the Communications Act, requiring appropriate identification of program sponsorship. In addition to Mr. Loucks, the informal discussion was participated in by Robert Bartley, NAB executive staff; F. M. Russell, NBC Washington vice-president; Earl H. Gammons, CBS Washington director; Julius Brauner and Sutherland Taylor, CBS attorneys; Robert Swezey, Blue; Henry Ladner, NBC, and Emmanuel Dannett, Mutual attorney. NAB President J. Harold Ryan also was present during part of the discussions.

Greatest concern, it is understood, was expressed over the literal interpretation of Sec. 317, and more particularly subparagraph B, which requires the identification of those who may supply program material but do not sponsor programs. It is generally felt the desired result could be achieved through redrafting of this provision. Further conversations are likely preparatory to the filing of briefs for oral argument.

George Kincaid

DEATH of George Kincaid, 47, owner of KFJI Klamath Falls, Ore., on Oct. 21, was reported last week by the station. He is survived by his mother, Mrs. J. A. Kincaid. Mr. Kincaid recently contracted for the sale of KFJI to Willard D. Miller, contractor and lumberyard owner in Klamath Falls, for about $110,000. The contract awaits FCC approval.

KFJI was established by Mr. Kincaid in 1932. No change is contemplated in station management, with Jack Keating continuing as director.



All with the same idea

That's a picture of the famous Puget Sound Salmon Derby. Each boat wants to get the top haul. It only happens once a year.

But every day advertisers are in a derby to get the top haul in radio audience. Not just quantity. But quantity at the lowest cost.

Here in Baltimore the answer is easy. You don't have to study a lot of figures. Or call in the brain trust.

You simply look at three figures concerning the stations you now use. First, you look at the station's coverage. Then, you check the listeners. Then, you take the total cost to find out what each listener costs you.

Do that and we know what your next buy will be: W-I-T-H, the successful independent station. W-I-T-H that delivers more results per dollar spent than any other Baltimore station.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Election Eve Network Spots Grabbed

Last Hour Reservation By Democrats Caps Republican Show

REPUBLICANS and Democrats are jockeying for position on national networks to say the final word to the American people as the election approaches.

The Democratic National Committee thus far has placed its party in a position to cap the climax with the reservation of the midnight to 12:15 a.m. period on all networks election eve.

This follows the fifteen minute, four-network reservation beginning at 11 p.m. Nov. 6 now held by the GOP. The Democrats have purchased time on all four networks for 10-11 p.m. Nov. 6.

Consequently, anyone who listens to network radio from 10 p.m. until 12:15 a.m. Nov. 6 may hear politics.

In this election, more prominently than in any other, both major parties have turned their promotion barrage guns on the American people through the facilities of radio.

If present schedules hold, by election day President Roosevelt will have devoted a total of 3 hours and 39 minutes to broadcasting to the American people in the interest of his campaign for re-election. This is based on the assumption that the three broadcasts he has made and the three he has scheduled for the future represent his total time on the air.

Gov. Dewey will have bettered this record by devoting a total of 8 hours and 30 minutes to actual broadcasting, plus two hours of full network re-broadcasts of his speeches.

These statistics take into consideration only the network time employed by the candidates themselves in appealing to the American voter. They don't represent, of course, the vast coverage which has been obtained through radio by the vice-presidential candidates, by other speakers and by organizations interested in promoting the aims of one party or the other.

President Roosevelt has one broadcast scheduled between those in Philadelphia and Chicago last Friday and Saturday and election eve (9:30-10 p.m., Nov. 4 on CBS and NBC).

It is possible that another Roosevelt appearance will be scheduled this week although confirmation has not been forthcoming.

Gov. Dewey has four more radio addresses scheduled between this time and the campaign's conclusion, the final one doubtless being a 15-minute address, possibly from Albany, during the hour-long program scheduled on all networks by the GOP Committee election eve.

It is perhaps more dramatically apparent in this major election than in any other that the welfare of the candidates depends to a major extent upon their radio appeals to the people.

It has been noted by experts, among them Professor Louis Foley of Western Michigan College of Education, Kalamazoo [BROADCASTING, Sept. 18], that the Dewey voice on the air has greater selling qualities than any other Republican candidate who has faced up against President Roosevelt.

The outcome, it is generally conceded, will depnd to a large extent upon the performance of the two parties during their broadcasts winding up the campaign.

Speakers Not Announced

Other important schedules for the home stretch include, for the GOP, two women's afternoon broadcasts, Oct. 30, 3:30-3:45 p.m. on the Blue and Nov. 30, 12:15-12:30 p.m. on CBS; three addresses by Gov. Bricker: Oct. 30, 9:30-10 p.m., MBS; Nov. 2, 9:30-10 p.m. CBS and Nov. 3, 9:30-10 p.m. on the Blue. Gov. Saltonstall, Mass., also will broadcast for the Republican national ticket Nov. 3, 8:30-9 p.m. on the Blue.

In addition to the periods already listed, the Democratic National Committee has purchased 10:15-10:30 p.m. on MBS, Oct. 30 and 8:45-9 p.m. on the same network the following night; 10:45-11 p.m. on NBC, Nov. 3, and 11-11:15 p.m. on Blue and MBS, Nov. 4, with no speakers announced for any of these times. Roosevelt-Truman ticket will also be promoted in broadcasts sponsored by the Liberal Party, Oct. 31, 10:30-11 p.m., MBS; by the Independent Voters Committee of Arts and Sciences for Roosevelt, Nov. 2, 10-10:30 p.m., NBC; CIO, Nov. 2, 10:30-11 p.m., NBC; ILGWU, Nov. 2, 10:15-10:30 p.m., Blue; Teamsters Union, Nov. 3, 9-9:30 p.m., NBC.

HOME-STRETCH SCHEDULE

Democrats

DATE	NETWORK	TIME
Nov. 1	Blue-NBC	10-10:30 p.m.
Nov. 4	CBS-NBC	9:30-10 p.m.
Nov. 6	All networks	10-11 p.m.
Nov. 7	All networks	12-12:15 a.m.

Republicans

Oct. 31	NBC	9-9:30 p.m.
Nov. 1	MBS-NBC	9:30-10 p.m.
Nov. 4	CBS-NBC	10:30-11 p.m.
Nov. 6	All networks	11-11:15 p.m.

Dumm Acquires 25% of KPAS; KROW to Sackett and Lasky

Transfer Will Settle Two Duopoly Situations; Dumm Negotiating for Other KPAS Stock

By DAVID GLICKMAN

A DOUBLE-barreled station transaction which would settle two "duopoly" situations was in the making last week, involving KPAS Pasadena and KROW Oakland. Wesley I. Dumm, controlling stockholder of KROW, would sell that station for approximately $250,000 to Sheldon F. Sackett, Oregon publisher and station owner, and Philip G. Lasky, KROW general manager, and would acquire an approximate 25% interest in KPAS from J. Frank Burke for about $100,000 with control to be procured from other stockholders.

It was ascertained that Mr. Burke had sold his interest in KPAS to Mr. Dumm, subject to FCC approval. This transaction involves 625 shares of common stock, of an aggregate of 2,550 shares of stock in three classes. KPAS is said to be valued at $400,000.

May Buy Other Stock

Negotiations are under way for Mr. Dumm to acquire additional stock from among some 12 other stockholders, thus making him principal owner of KPAS. The transaction provides that Loyal K. King, general manager and also a stockholder of KPAS, will continue in his present capacity. He is a son-in-law of Mr. Burke.

Mr. Burke also operates KFVD Los Angeles and is required to divest himself of one station or the other under the FCC multiple ownership regulation barring ownership, management or operation of more than one station in the same market. With the war's end, KFVD management will revert to J. Frank Burke, Jr., now a lieutenant (j.g.) in the Navy.

Mr. Dumm is president of Associated Broadcasters Inc., which owns and operates KSFO San Francisco, along with the giant international shortwave stations KWID and KWIX.

Stock Transfers

Under the duopoly regulations, Mr. Dumm is disposing of his interest in KROW. Mr. Lasky, now a 17½% stockholder, would acquire approximately 35% under the new ownership, with Mr. Sackett, owner of KOOS Marshfield, Ore., and publisher of the *Coos Bay Times*, as the majority stockholder, subject to FCC approval.

Associated Recording Studios, division of Associated Broadcasters Inc., is establishing a Hollywood unit at 6757 Hollywood Blvd. These studios, it is reported, also will be used by KPAS for broadcast purposes. Building remodeling, recording equipment and studios will represent a reported investment of $100,000.

NEW AFL SERIES ON 4 NETWORKS

PLANS for a series of weekly educational programs during 1945 by the American Federation of Labor, under a cooperative arrangement with all four major networks, are provided in a tentative schedule announced last week by the AFL. Beginning Jan. 7 a 13-weeks program entitled *Labor Forum* will be broadcast on NBC on Sunday 1:15-1:30 p. m.

A 13-weeks series entitled *Help Wanted* starts on CBS in the Spring at a time to be announced later. Beginning in midyear a 26-week series will be aired on Saturday 6:45-7 p. m. on the Blue, name of program as yet undecided. In addition, there will be a series of spot programs on Mutual.

Blue Sales Realignment Headed by C. P. Jaeger

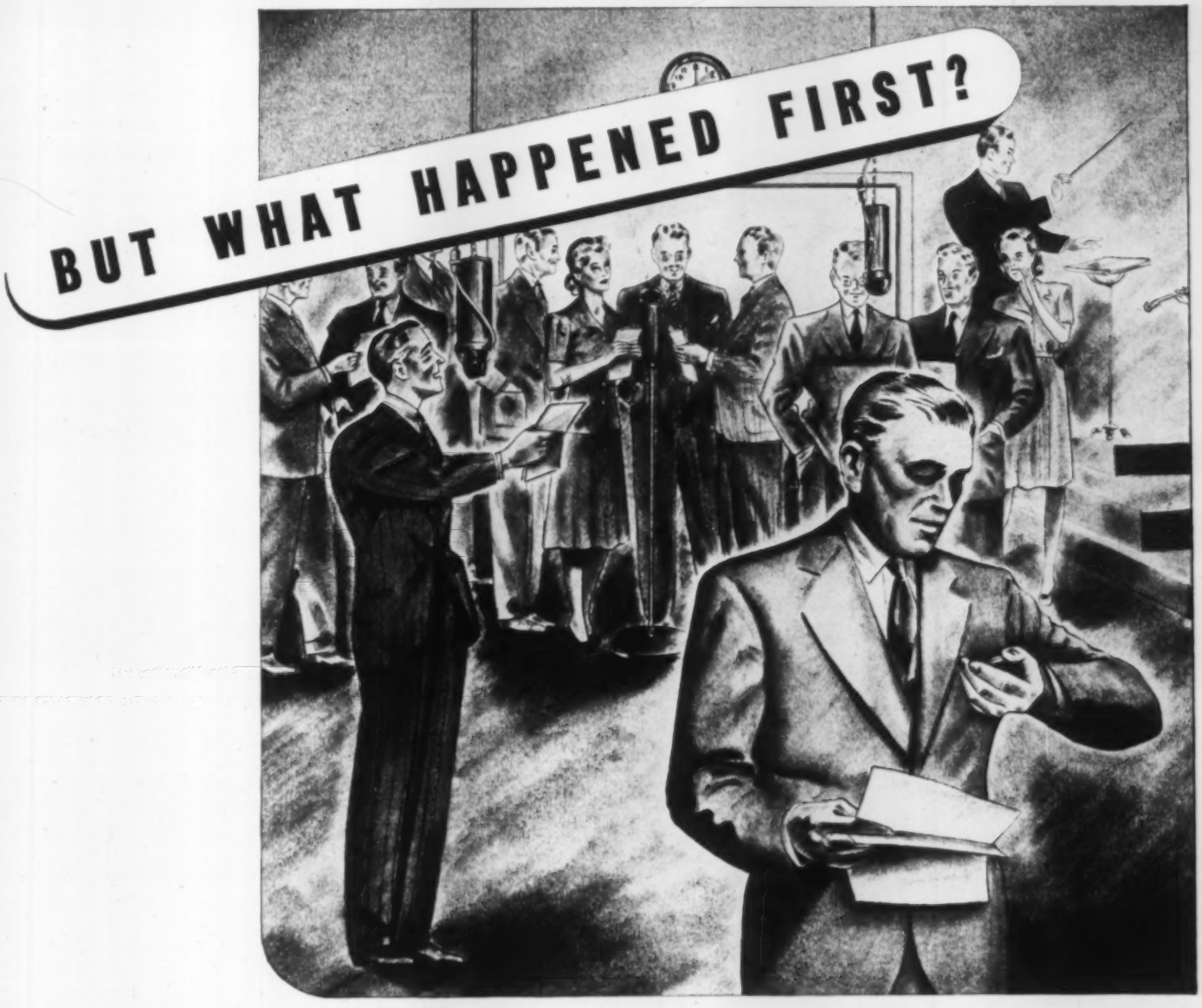
C. P. JAEGER, formerly network sales manager of the Blue Network, has been appointed to the new post of general sales manager in a re-grouping and consolidation of the Blue's sales activities, announced last week by Chester J. La Roche, Blue vice-chairman. Under the new set-up, which becomes effective immediately, Mr. Jaeger will head a combined sales operation comprising network sales, national spot sales, cooperative programs and program sales, formerly operated as separate divisions, but each division will now operate as a unit of the general sales department.

Murray Grabhorn, formerly national spot sales manager, has been named assistant general sales manager. He will continue supervision of national spot sales as a part of his new duties. D. R. Buckham remains as eastern network sales manager and Stanley Florsheim as head of cooperative programs. "This consolidation of all sales activity of the Blue Network", Mr. Jaeger said, "will enable us to give all advertisers a broader and better rounded sales service."

Gene Cagle Named Head Of Texas Net and KFJZ

ELECTION of Gene Cagle, general manager of Texas State Network and KFJZ Fort Worth, as president of both entities, was announced last week following a board meeting of the company. He had previously served as secretary and a member of the board. The 31-year-old Cagle, former Texas Christian football star, joined KFJZ in 1933 as an announcer. With the creation of TSN in 1938 by Elliott Roosevelt, second son of the President, Mr. Cagle also joined that operation. In 1941 he became manager of KFJZ and TSN, and assumed executive direction of the three other stations in the original Roosevelt group—KABC San Antonio, KNOW Austin, and WACO Waco.

TSN and the four owned and operated stations are owned by Charles Roeser, oil executive, 42%; S. W. Richardson, oil executive 18%; Mrs. Ruth Googins Roosevelt Eidson, former wife of Col. Elliott Roosevelt, 35%, and Mr. Cagle 10%. The former Roosevelt interest is now held by Mrs. Eidson and her three children.



Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem — and a Weed man was there *first*. In-person presentations, from coast to coast, of sales-able stations from coast to coast, are Weed's forte. Advertisers and time buyers recognize the expression "Nationally Represented by Weed & Company" as meaning business — stations know it means more business.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

OCCASION FOR CONCLAVE of radio, department store and advertising executives, was the decision of N. Snellenberg & Co., Philadelphia department store, to sponsor *Uncle Jim Willard*, popular juvenile program, on WIBG Philadelphia. Seated are (l to r): Paul F. Harron, owner of WIBG and Morton Snellenberg, president of the department store. Standing: F. H. Seberhagen, Seberhagen Adv., agency servicing the account; Edward D. Clery, WIBG general manager and Marcus Wechsler, advertising director of Snellenberg's. Contract for the Saturday program, which originates in the Snellenberg store, is for 26 weeks.

AFRS BEAMS GRID GAMES TO TROOPS

LIVE, play-by-play descriptions of the top football games of the season are being shortwaved to troops all over the world through facilities of the Armed Forces Radio Service, Information and Education Division, Army Service Forces. In addition to the direct transmission, a 55-minute football roundup complete with scores of all major games is broadcast on practically all beams on Saturday and Sunday.

From the Pacific Coast, Eastern and Midwestern games go out play-by-play on Saturday to the Southwest Pacific, and with the cooperation of the CIAA, to Alaska and South and Central America. The roundup, sent out at a later hour, is beamed to the Southwest Pacific, Alaska and the Philippines. The Sunday professional game selected is sent to the South, Central and Southwest Pacific Theatres, with a recreation or condensation to the South and Southwest Pacific, Alaska and the Philippines. Because of time differences, another recreation goes to troops in the Central, South and Southwest Pacific on Monday.

For the European, Mediterranean and Atlantic Theatres, games are broadcast from East Coast transmission points on Saturday to England, the European continent and the Mediterranean area. Professional games on Sunday go to England, Europe, the Mediterranean, South Atlantic, Africa, Greenland and Iceland.

Saturday broadcast from the Atlantic Coast on the Europe-England beam carries an East Coast game live and, in addition, the last hour of a Middle Western game. In the case of the live games reaching a target area, such as the Southwest Pacific, at an impractical hour for listening, AFRS stations in the area plan to transcribe the games and rebroadcast locally.

ANA N. Y. Meeting

PROBLEMS of the creation of markets and stimulation of buying power through advertising, to provide higher levels of employment during the transition and postwar period, and the use of advertising to create better understanding between business and its public will be dealt with at the annual meeting of the Assn. of National Advertisers, to be held Nov. 15-17 at the Biltmore Hotel, New York. Sessions Nov. 15 will be open to ANA members only, with remaining meetings open to guests.

FLY IGNORES WIRE OF WIGGLESWORTH

FCC CHAIRMAN James Lawrence Fly up to last Friday had been too busy with allocation hearings to answer the telegram of Rep. Richard B. Wigglesworth (R-Mass.), member of the House Select Committee to Investigate the FCC, demanding assurance that all of the Bulova station sales of recent months be revoked or "held in suspension status" as of the beginning of the current Congressional recess [BROADCASTING, Oct. 23].

At Commission headquarters no comment was forthcoming other than the statement. "The telegram has not been answered." Because the action demanded by Mr. Wigglesworth involves decisions by the Commission en banc, it was hinted the telegram, though addressed to Chairman Fly, must be considered by the full Commission.

Rep. Wigglesworth said the assurance that the Commission would revoke or hold in suspension the Bulova transfers would "obviate the necessity of requiring immediate meeting of the Select Committee or further publicity concerning transfers referred to and certain very large and illegal campaign contributions".

Y&R RADIO HEADED BY GORDON CATES

GORDON D. CATES, vice-president of Young & Rubicam Inc., New York, and supervisor of the Swan Soap account (Lever Bros.) has been appointed general manager of the radio division, a new title at Y&R. Appointment comes as part of a major reorganization of the radio department, which is understood to be still in process, and which was initiated with the resignation of Thomas F. Harrington, as vice-president and radio director, and of Hubbell Robinson Jr., vice-president and executive manager of the radio department early in October [BROADCASTING, Oct. 2].

Active in station operations, radio writing and program production since 1925, Mr. Cates joined the contact staff of Y&R in 1939 and was named a vice-president in 1942. Previously he was associated with McCann-Erickson Inc., and with Fuller & Smith & Ross.

Y&R radio executive set-up now includes Harry Ackerman, recently named vice-president in charge of programs, supervising the creative activities of the radio division [BROADCASTING, Oct. 9], Joseph, Moran, associate director, supervising talent and commercial departments, Frederick A. Zaghi, radio manager and Carlos Franco, associate director, supervising station relations and timebuying.

President Noncommittal On Petrillo Law Search

PRESIDENT ROOSEVELT told a news conference last week he had nothing to report on the search of the laws being conducted by his aides to force compliance by James C. Petrillo, president of AFM, with the War Labor Board directive of June 15 calling for resumption of recording operations at RCA Victor, NBC Recording and Columbia Recording Co.

As far as could be learned, no reply has been made by OES Director Fred Vinson to the joint telegram sent Oct. 22 by the recording companies urging swift action to prevent their capitulation to AFM's demands. A spokesman for Mr. Vinson said it was under consideration.

Dewey Uses Time Of Farm Program

FOLLOWING an announcement by Gov. Thomas E. Dewey last Tuesday night during a political broadcast from Minneapolis that he would deliver a farm speech Oct. 28 on the *National Farm & Home Hour*, a spokesman for the Blue Network stated the usual type of introduction would be used in presenting the Republican candidate to the radio audience, viz: "The program usually heard at this time has been cancelled to bring you a political broadcast for which time has been purchased by the Republican National Committee".

Gov. Dewey's announcement, which was not included in the candidate's prepared address, was the first information given Wallace Kadderly, Chief of Radio Service, Dept. of Agriculture, that the Saturday 30-minute program, for which the Department contributes 12 minutes, was cancelled. When officially notified Wednesday by Charles C. Barry, Blue eastern program manager, of the network's action, Mr. Kadderly said he was surprised at hearing Gov. Dewey's announcement the previous night and termed the arrangement "an unfortunate piece of business".

He said the *Farm & Home Hour* never has been used for partisan politics and that the program is regarded by the farm audience as synonymous with the Dept. of Agriculture. Had he been consulted in advance, he said, he would have had no objection to the cancellation but "would have protested vehemently" against any identification of the program with a political broadcast.

The Republican National Committee on Wednesday issued a news release stating: "Gov. Thomas E. Dewey will address a meeting in Syracuse Saturday, Oct. 28, . . . which will be broadcast on the *Farm & Home Hour*, 12:30-1 p.m. (EWT) over the Blue network."

WILLIAM F. BROOKS, director of NBC's news and special events department, will go abroad soon after Nov. 7 to lay the groundwork for expansion of the network's postwar news coverage.

RTPB, NAB Seek Satellite Channels To Increase Coverage of AM Stations

PROPOSAL to allocate frequencies in the ultra high and super high band for unattended satellite stations to increase present standard broadcast coverage was submitted late Friday to the FCC by Howard S. Frazier, NAB Director of Engineering and chairman of Panel 4, Radio Technical Planning Board, at allocation hearings.

On behalf of the RTPB, endorsed by the NAB, Mr. Frazier recommended the following allocations for satellite stations:

FM Studio-Transmitter links or relays for use by AM or FM stations (channels also to be available for interstation program relay circuits) 23 FM audio channels, 600 kc wide, 330-344 mc; 32 FM audio channels, 600 kc wide (channel width should be adequate to permit FM operation consistent with present development of the art), 1210-1220 mc and 5300-5400 mc.

Synchronization control links or relays for AM satellite transmitters: 9 channels 3200 kc wide (these high frequency transmitters to be amplitude modulated by control frequencies of 1600 kc or less; channel width should be adequate for satisfactory operation on these frequencies consistent with present development of art) 1200-1210 mc, 5200-5300 mc and 8300-8500 mc.

Mr. Frazier said it was believed possible that through using controlled satellites that many local stations now limited at night to service areas could be materially improved. Conceivably, several hundred satellites would be placed in operation within two or three years after civilian manufacture of equipment is resumed.

On the basis of late studies, Mr. Frazier estimated that 54% of the existing standard sets are capable of tuning to the 540 kc band and 14% to the 530 kc band. The Panel 4 Allocation Committee has recommended the standard band be extended to 520 kc and the Receiver Committee to 530 kc.

SOME OF THE MANY NEWSMAKERS who have accepted TIME's invitation to appear on the March of Time and tell America the story of the news they helped to make. We hope you will listen as *future* newsmakers broadcast *their* stories over the microphones of THE MARCH OF TIME (sponsored by the editors of TIME).

ICKES

NIMITZ

JOHNSTON

FORRESTAL

OSMENA

VANDEGRIFT

THE MARCH OF TIME

Joins

THE BLUE NETWORK

and cordially invites you to listen to the first broadcast of its new series

ON THURSDAY *November 2* **AT 10:30 P.M. EASTERN WAR TIME**

TIME

With this program the March of Time changes to the Blue Network.

The same time (10:30 P.M.), the same night you've always listened (Thursday)

—but a different number on your dial beginning November 2.

COVERING PELELIU INVASION

Sgt. Flanagan Uses Ingenuity in Recording With Makeshift Equipment

AN EX-RADIOMAN, Sgt. Alvin George Flanagan, USMC, producer-announcer of WOR New York, KDKA Pittsburgh, WSB Atlanta, WRUF Gainesville, Fla., went in with the first wave of Marines to hit Peleliu in the Palau Islands and with an SCR-300 FM transmitter strapped to his back, described the attack, relaying it back to a recorder aboard a communications boat.

The original plan was to use a wire recorder but the set failed to arrive, so Sgt. Flanagan, on his maiden battle broadcast, worked with a 40-lb. walkie-talkie and transmitted to S/Sgt. Tom Carson, a Marine combat photographer, also untried in battle recording, who was on the LCC taking down the descriptions on a Recordgraph film recorder. The walkie-takie had not been tested because of the radio silence imposed on the invasion boats.

Sgt. Flanagan went in on an amphtrac then waded in with the transmitter on his back and an improvised strap to hold the telephone-receiver type microphone close to his mouth so his hands could be free for the carbine he carried—and used. Heavy resistance was met. In the midst of a recording, grenades and mortar shells missing him by inches, he looked up to see a Jap on shore drawing a bead on him. Sgt. Flanagan interrupted his description, shot the Jap and then continued the recording. The LCC was also a constant target, lying on a reef between lines of invasion craft streaming in under a hail of mortar fire.

"We tested with our code," Sgt. Flanagan told BROADCASTING just after he had flown back with the recordings. "When I called 'Churchyard Able calling Appetite, come in please', and he answered, 'Appetite to Churchyard Able, five by five', I knew we were doing O.K." Five by five is the Marine radio term for high type signal strength.

Recording as he approached the heavily fortified beach from positions along the shoreline and from a shell hole at the edge of the island's airfield, Sgt. Flanagan

Sgt. Flanagan at Peleliu

made a fine target because of his obvious communications equipment including the antenna rising several feet in the air. The antenna must be perpendicular to transmit, making it necessary to stand or at least sit for endless hours.

"I've learned from this experience", he said, "that for the best quality in combat recordings, you have to have the power with you. Half the quality is lost when the sound is relayed. When I go back to do more recordings—in Japan, I hope—I would like to have some special attachment for the mike so my hands would be free. You can't juggle a carbine and a mike on an invasion.

"Probably the best arrangement is to have a cable line from the microphone running back to a jeep or some easily maneuverable vehicle, where there is a generator operating a disc recorder. In that way you record the sound direct."

Selections from the Peleliu records were played on WOR New York, Saturday, Oct. 14 and Monday, Oct. 16. Mutual built a program around the records, and broadcast it 8:15 last Friday night. The recordings have been made available to OWI's shortwave service and to the Armed Forces Radio Service for broadcasting to the troops overseas.

Sgt. Flanagan, whose home is in Beverly Hills, is also a veteran of the Cape Gloucester landings.

Arno Johnson Talks

CONSUMER demand for goods and services in the postwar era must be double the prewar demand if there are to be jobs for the 57,000,000 who must have them and advertising and selling have a fundamental part to play in developing this increase, Arno H. Johnson, director of media and research of J. Walter Thompson Co., told the Radio Executives Club of New York last Monday. Out-of-town guest at the meeting were: Mort Silverman, WEIM Fitchburg, Mass.; H. S. Lamb, W. Y. E. Rambo, Jack DeRussy, KYW Philadelphia; Herbert Rutran, MacFarland Aveyard & Co., Chicago; Merle S. Jones, WOL Washington; Burt Squire, SESAC; Wallace A. Walker, WFCI Pawtucket, R. I.; Franklin J. Pease, Ross Federal Service; Howard Chamberlin, WLW Cincinnati.

World Series Coverage

"WIDEST radio coverage of a sports event yet achieved by Armed Forces Radio Service," Information and Education Division, Army Service Forces, was the global broadcasting of the World Series [BROADCASTING, Oct. 9], heard with unusually clear reception by American sailors, soldiers, Marines, Coast Guardsmen and Allied fighters in every war theatre. Reports came in to AFRS headquarters, New York, and Los Angeles praising the broadcasts and their strong signal. Troops on the road to Berlin said games were a fine morale builder. Men in the field and in hospitals in France, Alaska, India, Iceland heard the series with great clarity, and a cable from the Red Cross said American internees in Switzerland received the games "loud and clear and with no fading".

Crosley Appointments

APPOINTMENT of G. F. Gamber as director of industrial relations and standards and promotion of James H. Rasmussen to general sales manager, both in the manufacturing division of the Crosley Corp., Cincinnati, were announced last week by R. C. Cosgrove, vice-president and general manager, Crosley manufacturing division. Mr.Gamber was manager of employe relations for Talon Inc., Meadville, Pa. Mr. Rasmussen has been commercial manager of the Crosley manufacturing division since 1941. Previously he was assistant sales manager of the Zenith Radio Corp.

Radio Music Project

TO DEVELOP music particularly suited to radio, WHAM Rochester has commissioned three outstanding composers, all Rochester men, to write for the medium. They are Dr. Howard Hanson, Dr. Paul White and Jernard Rogers, all of the Eastman School of Music of the U. of Rochester and are well-known for their compositions. They will compose works of 5 to 8 minutes duration acceptable to any station orchestra of average size and will be of sufficient technical ease to be played with limited rehearsal time. Spring of 1945 is the time set for public auditioning.

HEARING IN WGBF DUOPOLY JAN. 10

AN UNUSUAL problem in connection with the FCC duopoly regulation (Sec. 3.35) will confront the Commission next Jan. 10 when the license renewal of WGBF Evansville, Ind., is scheduled for hearing. On motion of Evansville on the Air, licensee of WGBF and WEOA, petition to vacate Nov. 2 as hearing date, previously set by the FCC, was granted by Commissioner Paul A. Walker, motions chairman.

Soon after the Commission's ban on multiple ownership became effective last May 31, Evansville on the Air filed petition alleging that the duopoly regulation was not applicable, since separation of the two stations would not be in the public interest. To substantiate its claim the licensee corporation filed many affidavits from civic, church and business leaders of Evansville and surrounding territory, urging the FCC to permit the licensee to continue operating both stations.

Evansville on the Air alleged that the city's two daily newspapers, the *Courier* and *Press*, had combined their Sunday issues and increased the Sunday advertising rate, whereas WGBF and WEOA had not increased rates. Petition further stated that the two stations share facilities and a separation would work hardship.

Radio Is Found Main Source of News For Iowa Listeners in Survey by Whan

RADIO is the main news source of a sizable majority of Iowans despite the fact that 94.3% of those interviewed subscribe to newspapers according to an audience survey by Dr. Forest L. Whan of the U. of Wichita just published by WHO Des Moines. The survey is regarded as a fairly accurate yardstick for the state's entire population since various polls place the percentage of radios in Iowa at 90.2 and upwards.

Breakdown of this question shows that women are more dependant on radio news than men and the general dependency increases from urban to village to farm. In cities 67.8% of the women and 62% of the men leaned most on radio whereas in villages the figures stood at 76.7% and 68%; farms 79.4% and 77.9% respectively. The tables listed in the booklet subdivide answers into population, sex, age, education, time and whatever other special qualifications happen to be necessary.

Good Any Time

Approximately four out of five people felt that there was no time during the day or night they could not tune in the type of program they desired. Except for the 7 to 9 p. m. period the percentage dissatisfied was never more than 6.5%.

The attitude in general toward the job radio is doing is overwhelmingly favorable, the survey shows. Of 7,968 respondents in radio-equipped homes nine out of ten answered that an "unqualified" good job was being done. Only 5.9% thought it a poor job and 3.7% a good job "qualified." Specific criticism of certain branches was given by 599 persons of the total number of respondents, the most prevalent complaint being present-day advertising which irked 53.5% of the 599, or 4% of the 7,968 respondents. Serial dramas scored 24.3% and among the list were interference and lack of repairs, which affected 8.7%.

The reasons for set failure in those 3.5% of homes reached in which all radios were not operating were: dead batteries, 35.5%; bad tubes, 31%; other reasons, 9.6%; reason unknown, 23.7%.

Of the homes with sets out of order 0.8% have been so for less than one month; 38.1% for one month; 25.6% for two months; 20% for three to six months; 6.1% for six to twelve months; 9.4% for more than a year. Power for sets is supplied by electric high lines in 82.4%; wet or dry batteries, 16.3% and home generators, 1.3%. Of sets powered by batteries only 39.6% were able to answer that their batteries were in good condition; 8.5% were dead; 35.7% in fair condition; 12.5% in weak condition; 3.7% unknown. More than a third of the farm sets in Iowa are powered by batteries.

Types of programs favored this year are listed together with comparative data for the past four years. General trends which can be noted are: a steady decline during the period in popularity of serial drama and audience participation shows; increased popularity since the war of news, straight talks on farming with a steady decline, however, in these three types during the past two years; increased popularity since the war of band music, comedy, popular music, classical music and more especially complete drama.

"...by the company it keeps"

'A' is for Allegheny Ludlum steel. 'B' is for Bayuk cigars. 'C' is for Conti products. And so on through the alphabet to 'Z' for Zonite.

Midway in the alphabet is a big 'M' for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds *more* prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

ADVERTISER	STARTING	PROGRAM	AIR TIME
WALTHAM WATCH COMPANY	OCT. 11, 1944	SUMNER WELLES "Time for Decision"	10-10:15 pm EWT WEDNESDAYS
UNION PACIFIC RAILROAD	OCT. 15, 1944	"YOUR AMERICA" Variety-Drama	4-4:30 pm EWT SUNDAYS
THE GOODYEAR TIRE & RUBBER CO.	NOV. 21, 1944	"THE ROY ROGERS SHOW" Singing Cowboy	8:30-9 pm EWT TUESDAYS

Yes, the move is surely to Mutual, and if *you* move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

this...is Mutual

—SOUTHERN STYLE!

★ This isn't 42nd Street. It's a pedestrian's view of a Memphis skyscraper . . . the Sterick Building . . . one of the many that make up Memphis' skyline.

Memphis is a big market . . . the twelfth largest in the nation.

And Memphis' NBC Station is WMC, the sure way to sales in the Mid-South.

WMC
★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK
MEMPHIS, TENN.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
★
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
MEMBER OF SOUTH CENTRAL QUALITY NETWORK: WMC Memphis, WJDX Jackson, Miss., KWKH Little Rock, WSMB New Orleans, KWKH KTBS Shreveport

Five New Standard Outlets Are Sought; FM, Commercial Video Applications

NEW APPLICATIONS filed with the FCC in the past fortnight include requests for five new standard stations, in addition to several FM and commercial television stations.

Voice of Talledega Inc., Talledega, Ala., requests standard facilities of 1230 kc with 250 w and unlimited time. Vice-president and minor interest holder (5 of 55 sh) is Julius C. Vessels, chief engineer of WDOD Chattanooga. President is Harry Held (25 sh), local businessman, and secretary treasurer is Hardy Riddle (25 sh), probate court judge and local businessman.

A new local station for Ventura, Cal. is sought on 1450 kc, 250 w, unlimited time, by Coast Ventura Co., vice-president and two-thirds owner (333-1/3 sh) of which is David H. Cannon, who holds a 36½% interest in KIEV Glendale. Carroll R. Hauser, associated with the U. of California, Division of War Research, is president and third owner. Secretary is Earl E. Swem.

Topeka Petition

KTOP Inc., Topeka, Kan., owned by KSAL Salina and a group of businessmen having radio and newspaper interests, seeks a new local for Topeka on 1400 kc with unlimited hours and 250 w. Interested parties are:

R. J. Laubengayer—president, 3 shares (1%), president, director and 51% owner of KSAL, 50% owner of Goodland News Pub. Co., 13% owner *Salina Journal* and 20% owner Consolidated Printing Co.; J. Nelson Rupard—secretary (1/3%), who is secretary and general manager of KTSW Emporia; Sidney F. Harris—treasurer (1%), and J. P. Harris (1%), co-publishers of *Ottawa Herald, Chanute Tribune, Hutchinson News & Herald, Salina Journal, Burlington Hawk-Eye Gazette* and each 20% owner of KBUR Burlington; KSAL Inc., 66-2/3%; Selleck B. Warren 15%, 40% owner Warren Mortgage Co. and 37½% owner KTSW; J. J. Hovorka 15%, 22% owner KTSW.

Central Broadcasting Co. requests a new local station for Johnstown, Pa. on 1490 kc with unlimited-time and 250 w. Majority interest (80%) is jointly owned by Paul J. Short, president, and Alice L. Short, secretary-treasurer. They are in the undertaking business. Remaining interest is held by Samuel Collins, vice-president, who handles advertising and promotion for WCED DuBois, Pa., and WMRF Lewistown, Pa.

A 1,000 w standard station on 960 kc with unlimited time is sought by Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida. Burl C. Hagadone is president and holder of 2,500 shares Class A stock. Scripps Newspapers holds a like interest in Class B shares. E. W. Scripps is chairman of the board; J. G. Scripps, vice-president and treasurer; W. Frank Powell, controller; Ann E. Murphy, secretary. All are associated with the Scripps League of Newspapers.

Ned Shepler, publisher of the Lawton (Okla.) *Constitution*, is applicant for a new FM station on 48,900 kc with coverage of 4,500 sq. mi. and estimated cost of $38,000. The Washington (D. C.) *Times-Herald* requests a commercial television station on Channel 8. Paper has already filed an FM application.

Filene's Television Inc., Boston, affiliated with the Federated Dept. Store interests, is applicant for a commercial video outlet on Channel 7.

Contra Costa Broadcasting Co., Richmond, Cal., requests a new FM station on 49,500 kc and with coverage of 4,490 sq. mi. Estimated cost is $30,300. John Galvin Jr. is president and holder of 15 shares (13.04%) in the new company. John F. Galvin, vice-president, holds 60 shares as trustee for Independent Publishing Co. Warren Brown Jr., secretary, owns 20 shares. Treasurer and owner of 10 shares is E. M. Downer Jr., who is associated with the Mechanics Bank of Richmond. All are jointly associated with Independent Printing Co. and Independent Publishing, which holds 10 shares.

Radio Set Promotion

PLANS for advertising on FM stations are being included in the 1945 promotion drive now in preparation by Stromberg-Carrlson Co., Rochester, N. Y., to build up the market for its AM and FM radio receivers and television lines during 1945. In addition to the projected use of FM radio and continued promotion on AM stations—the current schedule including programs on WHAM Rochester and WQXR New York—the company contemplates expansion of present campaign in 13 national magazzines to include additional space in these publications rather than an increase in the list. Point-of-sale advertising will be re-introduced with novel methods superceding the traditional techniques. Some phases of plans now in preparation will not get under way until the WPB releases restrictions on production for civilian use. Agency is McCann-Erickson, New York.

WKBV to MBS

WKBV Richmond Ind., operated by Central Broadcasting Corp. with 250 watts on 1490 kc, Nov. 5 becomes a fulltime MBS outlet.

HUSBAND AND WIFE team in action! Russ Winnie, sportscaster at WTMJ Milwaukee, who has aired U. of Wisconsin and Green Bay Packer games for the past 16 years, has been assisted for 14 of those years by his wife, known to Wisconsin area football fans as "George". Mrs. Winnie became interested in football while a student at the U. of Wisconsin and became a student of the game when she started working in the broadcasting booth with her husband as a spotter. She is believed to be the only woman spotter in broadcasting.

Both Are of Equal Importance . . . .

TWO great metropolitan New York markets listen to WOV. Two great markets, in their respective listening hours, combine to give this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOV delivers the largest average metropolitan audience of any New York Independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE

WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Final Blue FCC Applications Filed For Change of Name to ABC Network

FINAL STEPS toward change in identity of the Blue Network to American Broadcasting Co. Inc. (ABC Network) were taken last week with the filing of a sheaf of applications with the FCC for voluntary assignment of all Blue station, relay and experimental licenses to the American Broadcasting Co. Inc.

Having legally cleared the names "American Broadcasting Co." and "American Network" during the last few weeks (BROADCASTING, Sept. 25), the Blue filed the formal assignment requests with the FCC affecting WJZ New York, WENR Chicago, KGO San Francisco and KECA Los Angeles, all of which are now Blue-owned stations licensed in the name of Blue Network Co. In addition, there were filed 47 separate applications covering relay and other non-standard broadcast stations licensed to the Blue. FCC approval of the assignments is regarded as automatic.

Just when the Blue will change its name formally to American Broadcasting Co. was not indicated, though this probably would be accomplished gradually, insofar as the public is concerned. Presumably programs will be identified as the "Blue Network programs of the American Broadcasting Co.," or of the "American Network," or some variation of that theme in order to retain the prestige and value of the Blue identity until the ABC Network is well entrenched.

The American Broadcasting System Inc. is the holding company for the Blue. Recently Edward J. Noble, American Broadcasting System president and chairman of the board of the Blue, acquired the names "American Network Inc." from the FM project and "American Broadcasting Co." from Mrs. Helen Mark, now licensee of WMT Cedar Rapids. Also cleared was the name "American Broadcasting Corp.," a Kentucky company, licensee of WLAP Lexington and KBIR Knoxville.

HOOPER REPORTS DAYTIME USE 14.8

HEADING the list of "Top Ten" weekday programs according to the Oct. 23 report of C. E. Hooper, Inc., are *When a Girl Marries, Kate Smith Speaks* and *Our Gal, Sunday*, followed by *Big Sister, Romance of Helen Trent, Backstage Wife* (MWF), *Portia Faces Life, Stella Dallas, Breakfast at Sardi's* (Kellogg) and *Ma Perkins* (CBS). Songs by Morton Downey attained the highest sponsor identification index with 70.7 of the listeners with 70.2 giving the correct product, 0.5 naming sponsor, but giving another product, 2.3 giving wrong identification and 27.0 unable to name a sponsor.

Songs by Morton Downey also had the largest number of women listeners per set with a 1.37 rating, Cedric Foster the most men with 0.6 and *Jack Armstrong* the most children with 1.41. Average daytime audience rating is 4.3, no change from last report, but down 0.3 from a year ago. Average daytime sets-in-use rating of 14.8 shows no change from last report nor from a year ago. Average daytime available audience is 69.7, down 0.9 from last report and down 1.0 from a year ago.

Schroeder Appointed

WILLARD SCHROEDER, formerly sales manager of WCAE Pittsburgh, has been appointed general manager of WINS New York, succeeding Clarence G. Cosby, resigned, according to Leonard Kapner, general manager of Hearst Radio Inc., New York. Mr. Schroeder assumed the post at WINS, which is a Hearst property, Oct. 23. He has been with Hearst since 1934. In April, 1936 he joined WCAE Pittsburgh as local time salesman. In 1940 he became WCAE sales manager, a post he has held continuously with the exception of a leave of absence last year to serve as flying instructor for the Army at the Graham Aviation Co., Butler, Pa.

Loucks to Appear For NAB at Probe

Will Present Association's Position Before FCC

APPOINTMENT of Philip G. Loucks, Washington attorney and former managing director of the NAB, as special counsel to represent the Association at the Nov. 10 hearings before the FCC on the proposed "sponsor identity" rule, was announced last week by J. Harold Ryan, NAB president.

Mr. Loucks, who directed the NAB from 1930 to 1935, will present an overall industry case in opposition to the precise language of the proposed new rule drafted pursuant to Section 317 of the Communications Act. A detailed appearance on behalf of NAB will be filed by Nov. 1 deadline.

In addition to the NAB, it is indicated a number of stations and probably the networks will testify on the proposed rule. Section 317 requires that all matter broadcast for which service, money or any other "valuable consideration is directly or indirectly paid" shall be announced as paid for or furnished, with precise identification of the sponsor.

The proposed FCC rule, however, is much broader and would embrace furnishing of script, recordings, or other materials as within the pale of "sponsorship". It is generally felt that the rule as proposed is too broad and beyond the Congressional intent.

Two Join MBS

MUTUAL is adding two former CBS men to its staff, Ed Eadeh as research statistician, and James Preston as assistant production supervisor in the sales promotion department. Mr. Eadeh joins Mutual Oct. 30, having served for the past three years in CBS research, working on coverage analysis. Mr. Preston came to Mutual last week from the CBS sales promotion department where he was assistant production supervisor. Oscar Filleopeo, assistant in the department since August, replaces him at CBS.

The Pacific Coast, too,

HAS TWO CANDIDATES!

THE PACIFIC COAST has *two* candidates for radio sales. Unlike politics, to get complete coverage you have to elect *both* of them—and you can do it only with Don Lee.

Let's take a look at the facts. Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

The reason is geographic. Most markets in the *outside half* are surrounded by mountains, and long-range broadcasting doesn't work. What does work (and excellently) is plenty of *local stations*, hitting home with sales messages in every one of these mountain-blockaded markets. Don Lee has 38 such stations, placed to give intense localized coverage. Listenership is so good, the largest coincidental telephone survey on the Pacific Coast (C. E. HOOPER, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these *outside* markets.

Don Lee's record on *inside* coverage is tops, too. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. According to the August 15 Hooper Report, Gabriel Heatter on Don Lee outranks all competing network commentators.

Before you buy radio time on the Pacific Coast, weigh the facts. Vote for Don Lee and *complete coverage!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Shelley, WHO Newsman To Tour Europe Theatre

JACK SHELLEY, manager of WHO Des Moines news department, first Iowa broadcaster to be accredited by the War Dept. for a 90-day assignment in the European Theatre of Operations, will start his tour shortly. His first broadcasts will be made from Britain with others to follow from the rest of the area.

Mr. Shelley's arrival in the European Theatre will give WHO two correspondents in western Europe. Maj. Frank Miles, formerly of the Iowa Selective Service staff, now a correspondent for American Legion publications, also has been representing the station.

JAMES MURRAY, sales promotion manager of WJZ New York, has been named manager of sales and promotion at KQV Pittsburgh, the appointment contingent on FCC approval of the transfer of the station from Hugh J. Brennen to its new owners, a group of Pittsburgh businessmen. Mr. Murray is continuing for the present at WJZ.

ASCAP Offers Sixth War Loan Series; BMI and SESAC Schedule Activities

PARTICIPATION in the Sixth War Loan Drive proposed by ASCAP, BMI and SESAC was announced last week by the Treasury War Finance Division. ASCAP plans, which previously had been reported in formation, consist of a series of eight quarter-hour programs, available for local sponsorship and use by all stations whether licensed by ASCAP or not, commemorating the role of music on the American scene during the past several decades and also featuring selected Marine Corps recordings from various battle areas.

Four Songs Ready

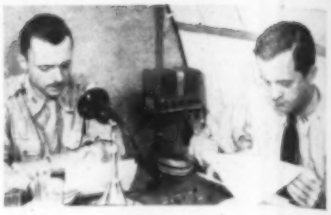
BMI is considering a series of programs the nature of which has not been determined, according to Sidney Kaye, general counsel, and M. E. Thomkins, public relations director. SESAC plans to conduct extensive Sixth Loan promotion and contact work through its field representatives.

Recording has been completed on the first four ASCAP programs starring top talent of that organization, which also is paying entire production costs for the series. Directing preparation of the programs has been Robert Murray, ASCAP publicity director, and William Rainey, radio director of the National Assn. of Manufacturers. Deems Taylor, ASCAP president, is narrator and m.c. on the shows. Treasury will substitute the ASCAP series for the programs previously scheduled to be produced by Arch Oboler and William Robson, as far as station requisitions are concerned. The series was dropped because of "timing" and security difficulties involved in the material. Bill Robson will continue to work with Treasury on other activities.

Four new War Bond songs have been recorded and may be used as part of regular programs or as stations wish. Included are "This Our Land", a ballad by David Broekman; "Here We Go to Tokyo", a march by Allen deCastro, vice-president of the Katz Agency, New York; "War Bond Man", by Andy Razaf, and "That's Why I Buy Bonds", by Mr. Razaf and J. Rosamond Johnson. The latter two songs are contributions of the Interracial Committee of the WFD Music Promotion Unit. The committee is composed of the country's leading Negro composers and lyricists.

All of the Treasury Sixth Loan material scheduled to date for radio has been completed and a large portion of it is now either at stations or in the mail. This includes all recordings: *Treasury Salutes, War Bond Briefs, Horace Heidt Musicals, War Bond Jingles* and *Liberation Cantata.*

Progress in the use of television is evidenced in announcement by the War Finance Committee of New York of plans to utilize the medium to train volunteer War Bond salesmen. In cooperation with the Allen B. DuMont Labs and WABD New York, a series of seven telecasts featuring top stars of video, radio and movieland will be presented Oct. 30 through Nov. 9 to offer suggestions and instruction on Bond salesmanship.



Official U. S. Navy Photo, Pacific Fleet

RADIO NEWS of Pacific battle action now reaches listeners direct from Pacific Fleet Headquarters. Reporting the latest communique are John M. Cooper (l), NBC correspondent and Lt. James Shattuck, USNR. Studios are installed in a quonset hut, and have the best radio equipment that is available.

BLUE PROMOTES FORUM COVERAGE

THE BLUE Network distributed to advertisers and agencies a reproduction of a clipping from the *New York Herald Tribune*, Oct. 8, 1944, in which Edward J. Noble, Blue chairman announced special plans for covering the newspapers' recent annual discussion forum (BROADCASTING, Oct. 9). Plan called for presentation of the key speakers in a series of evening broadcasts at the "peak" evening hours, with advertisers cancelling programs.

Emphasizing that the program was timed and patterned especially for the radio audience, Mr. Noble stated, "This cooperative effort is typical of the manner in which a free press and a free radio can serve the country . . . Radio should be able to present information with the same skill and talent as has attracted the whole nation to our entertainment programs. . . . In our *Herald Tribune* presentation we are taking one step in a broad program of public service which will have that objective."

KCKN specializes in *city* listeners—appeals exclusively and specifically to the whopping metropolitan audience of Greater Kansas City—makes no effort to interest the thinly-spread farm and small town market surrounding Kansas City.

Thus does KCKN offer you the all-important MASS MARKET BUYING POWER of Greater Kansas City, *without* the rate penalty of outstate coverage.

No other Kansas City station is programmed exclusively for urban listeners.

No other Kansas City station maintains broadcasting facilities in *both* Kansas City, Kansas and Kansas City, Missouri.

No other Kansas City station broadcasts on a day *and* night, *all* night schedule.

"THIS is MUTUAL"
At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

DAY and NIGHT
KCKN is the only Kansas City Station broadcasting day and night—*all* night.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

2 GREAT NEW OLD GOLD PROGRAMS

THE OLD GOLD

COMEDY THEATRE

DIRECTOR AND HOST

HAROLD LLOYD

YOUR FAVORITE STARS IN YOUR FAVORITE SCREEN COMEDIES

NBC

10:30 P.M. E.W.T.
SUNDAYS

WHICH IS WHICH

PRESENTING

FAMOUS PERSONALITIES OF STAGE, SCREEN AND RADIO

OR

THEIR REASONABLE FACSIMILES

•

KEN MURRAY

M.C. AND HOST

CBS

9:30 P.M. E.W.T.
WEDNESDAYS

TUNE IN! **TUNE IN!**

A voice women listeners enjoy — a voice which stimulates ACTION — makes sales.

Connie Stackpole is recognized as having one of the best radio voices in New England, plus a personality that clicks with her audience.

Four and one-half years of *proven* results. Ask any of these clients who have participated locally:

*Winslow's Potato Products	Red Cap Products
*Merchants Co-operative Bank	Durkee-Mower Fluff & Sweeco
*Florigold & Flo Citrus Fruits	Linnea Beauty Aids
*Matchless Brand Foods	Bownes Modene Paints

*4 years

Participation now available over five stations of The Yankee Network:

WNAC	Boston
WAAB	Worcester
WEAN	Providence
WTHT	Hartford
WCOU	Lewiston

TIME: 11:15 A. M.

DAYS: Tuesday & Thursday

COST: $105.00 per program, subject to discounts and agency commission.

For details of the fastest growing women's show in New England — conducted by the smiling "voice",

ADDRESS

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD

448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4450

News Broadcasts Retailers Choice

Institutional Ads Favored Says NRDGA Survey

NEWS BROADCASTS are more widely used by retailers than any other type of radio program, according to a survey made by the National Retail Dry Goods Assn. and described in the November issue of the organization's publication, *Promotion Exchange*. Of the 200 stores surveyed, 124 are using radio. Of these, 42.4% sponsor news broadcasts, 33.6% recordings, with the remainder divided among dramatic, quiz, musical and other program types, as well as spot announcements. In answer to a question as to other radio used, 95% of those responding said that they used extra radio spots and announcements in addition to their regular programs for special sales and other promotions.

Response showed institutional advertising most favored by stores using radio, with 53.8% stating that their broadcasts were institutional in nature. General store advertising accounted for 31.4%, with only 14.8% reporting use of radio to advertise specific items of merchandise.

Regular vs. Occasional

Regular in contrast to occasional advertising is favored by practically all retail radio advertisers, the survey showed, with 70.3% on the air Monday through Saturday and 28.3% broadcasting three times a week. Stores using Sunday programs comprised 0.7%, with a like number broadcasting Saturdays only.

Breakdown of times used showed 18.5% on the air between 8 and 9 a. m., 0.9% between 9 and 10 a. m., 20.3% between 10 and 11 a. m., 12.2% between 11 a. m. and 1 p. m., 3.8% between 2 and 4 p. m., 18.4% between 4 and 6 p. m., 25.9% between 6 and 9 p. m.

Percentage of each store's total advertising budget devoted to radio varied from a low of 0.03% to a high of 48.3%. The general average was 8.7%. NRDGA report comments that a survey made last January on anticipated radio expenditures showed a range of from 0% to 30%, with the average showing for 1943 being 4.2% and for 1944, 5.2%. "The present survey shows that every one answering this questionnaire decided to give more money to radio by about 3.5%," the report states.

Recent increase in expenditures for radio by retail advertisers generally, presumably as a result of the broadcasting industry's retail promotion plan put into effect last year, is also reflected in the reports by stores as to the length of time they have used radio. Breakdown shows that 30.3% have used radio less than one year; 34.7%, one year; 12.0%, two years; 7.0%, four years; 5.0%, 10 years; 2.0%, 12 years, 2.0%, 16 years.

Report shows very little attempt by the stores to promote or publicize their radio activities, with—"Very few releases to radio editors and surprisingly few advance spot announcements." Counter cards are used by about 4% of the stores and statement stuffers by about 2%, but only 0.8% used window displays and only 0.1% newspaper space to publicize their radio programs.

Kirby Back on Job

COL. EDWARD M. KIRBY, recently returned from the European Theatre, last Monday resumed his post as Chief of the Radio Branch, Bureau of Public Relations, War Dept. Col. Kirby was Chief of SHAEF Broadcasting Services which broadcast news and entertainment to Allied troops on the Continent under the command of Gen. Eisenhower. Lt. Col. David Niven, deputy director under Col. Kirby, succeeded him at SHAEF, with Maj. John Hayes, formerly of WOR New York, assigned deputy director under Col. Niven.

SCHOOL SESSION HONORS DR. TYLER

KEYNOTE event of the school broadcast conference held Oct. 23 and 24 at the Morrison Hotel, Chicago, was the presentation of the annual award of merit for outstanding service in educational radio to Dr. I. Keith Tyler, director of radio education at Ohio U., and president of the Association for Education by Radio at a dinner of the conference Monday night. Presentation was made by Judith Waller, educational director of NBC central division.

Citations to teachers using radio in the classrooms were awarded to Miss Della Rogers, Portland, Ore. for use of the program *Marcus and Narcissus Whitman* on KBPS; Minerva R. Dorwart and Rose M. Farese, both of Philadelphia, for *Music in the Air*, over WFIL; Lycyle Urich and Rose Yunek, Chicago, for their use of *Magic Harp* series on WLS; Helen K. Smith, Chicago, for the program *The Matchlock Gun* on WBEZ and WIND; Mrs. Lillian N. Ort, Chicago, for her classroom use of *United We Stand* on WLS; Mrs. Anne Butrum, Chicago, for her use of *Places and People* on WBEZ and WIND. A special citation was awarded to Sophie Dzierlonga, Chicago, for her classroom use of news reports heard over Chicago station on "D-Day". The executive committee cited Robert B. Hudson and the Rocky Mountain radio council, Denver, for the programs *Story-Time* on KLZ and *Art Speaks Your Language* on KFEL.

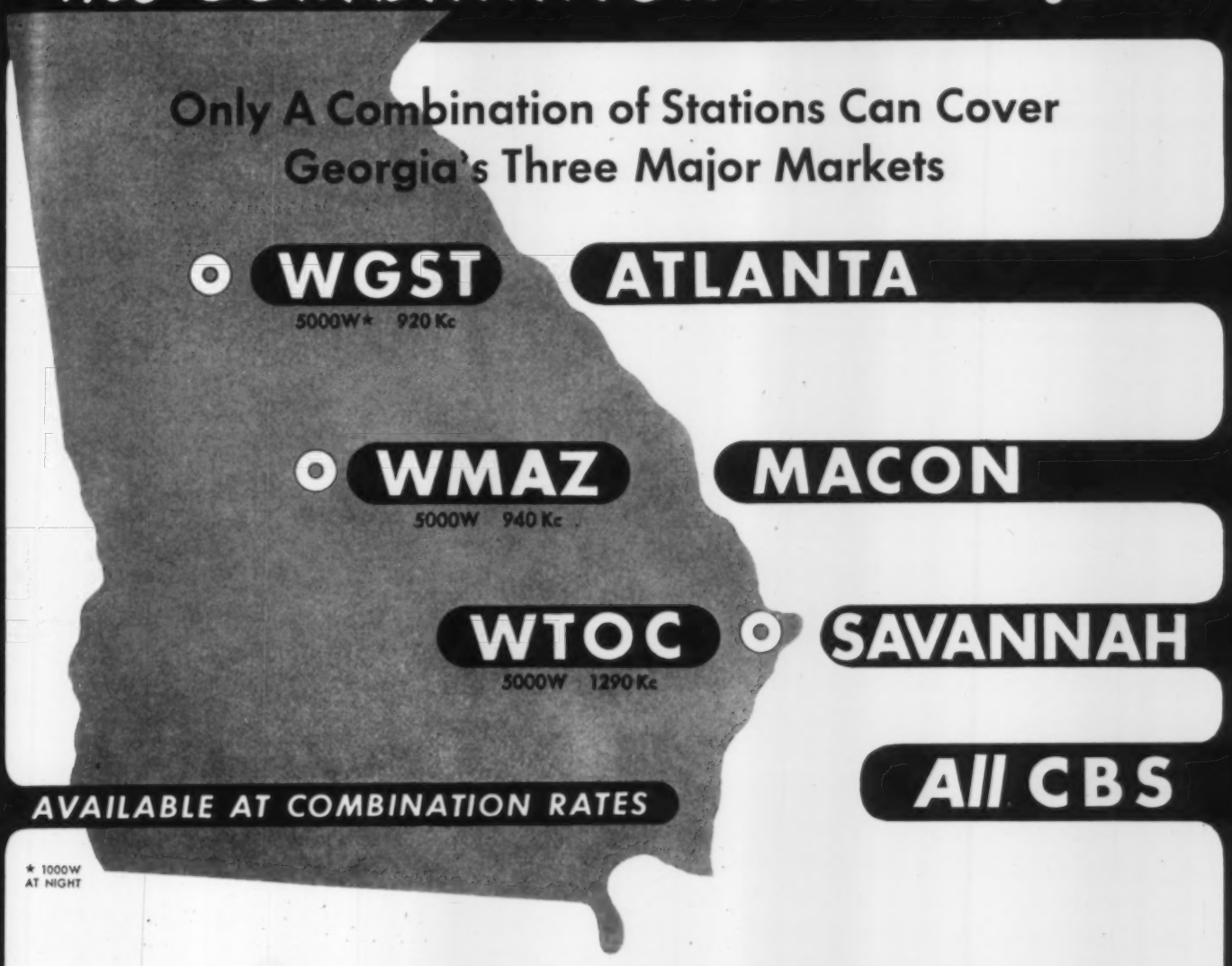
George Jennings, director of the conference and of the radio council of the Chicago Board of Education addressed the dinner on "Eight Years of Broadcasting in the Chicago Schools". Speaking for Dr. William H. Johnson, superintendent of Chicago schools, who was unable to attend, he predicted an expanding use of broadcasting, facsimile and transcriptions in schools but always under the guidance of teachers.

Names Agency

NATIONAL BISCUIT CO., New York, has named McCann-Erickson, New York to handle advertising for Nabisco, Shredded Wheat and Shreddies, the appointment effective Jan. 1, 1945. The future media plans are now in preparation for all three products which have been promoted in the past via limited spot radio. Agency continues to handle Uneeda, Ritz and other crackers and cookies, 100% Bran and Milk Bone, using the New England regional network for the latter product and a list of about 25 stations for Premium crackers.

The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover Georgia's Three Major Markets



NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

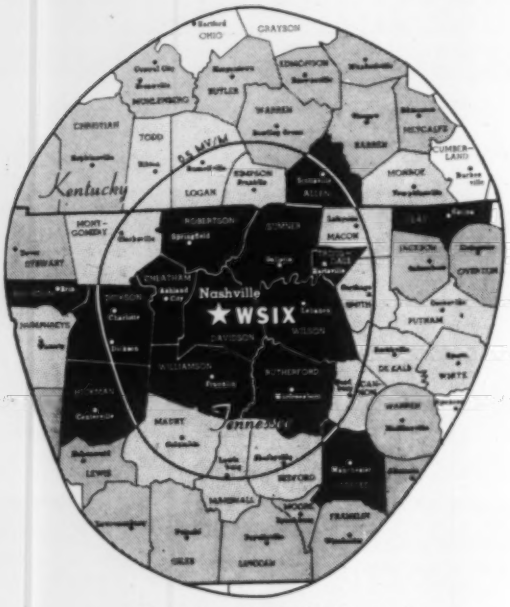
But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

WSIX CAN TOTE THE LOAD IN THE NASHVILLE TRADING AREA



Signal and Mail Map

Your advertising message will go out in good company with programs that attract and hold a large and prosperous audience. 5,000 Watts and 980 K.C., carrying both Blue and Mutual networks, cover the Nashville area more than adequately. WSIX is well liked and advertisers benefit through good response to their sales talks. If you've got a product for this market, WSIX can sell it. Write or wire us for information. We'd like to give it to you.

THE KATZ AGENCY, INC., ***National Representatives***

BLUE and MUTUAL Networks

5000 WATTS

980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Ryan States NAB Stand on WHKC Case; Says Station Misinterpreted the Code

TAKING ISSUE with WHKC Columbus, O., which repudiated the NAB Code in a Statement of Policy following charges filed against the licensee corporation, United Broadcasting Co. by the UAW-CIO, J. Harold Ryan, NAB President, last week asserted that the Code "neither suggests nor implies any release from the responsibility of the station licensee."

The UAW-CIO and Columbus, Local 927 in a petition filed last summer charged that WHKC censored a talk scheduled for broadcast by Richard T. Frankensteen, UAW-CIO vice-president; failed to carry a balanced program schedule with reference to public issues and refused to sell time for controversial subjects. A joint motion to dismiss was filed Oct. 20 by WHKC and the UAW-CIO [BROADCASTING, Oct. 23].

In a Statement of Policy, enunciated during August hearings on the CIO petition, Carl M. Everson, United vice-president and station general manager, told the Commission that in the future WHKC would sell time for solicitation of membership (not permitted under the Code); would permit the CIO or any other client to say what they wished within the bounds of the law and FCC regulations, and would make time available for controversial issues, whether commercial or sustaining.

President Ryan's statement follows:

The NAB has followed with great interest the hearings in the UAW-CIO-WHKC case.

Certain statements have been made regarding the NAB Code in connection with the testimony offered in this case which the Association feels should be clarified.

Station WHKC had sold commercial time to the CIO local of Columbus, O., and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis.

The Code, however, neither suggests nor implies any release from the responsibility of the station licensee in the case of controversial material to give free time for the purpose of discussing the controversial subject. There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues.

In the opinion of the NAB, Station WHKC should have considered the propriety of broadcasting this program on sustaining time.

Walker to Speak

PAUL A. WALKER, FCC member, will be a featured speaker at the Third Annual Regional Radio Conference to be held at Stephens College, Columbia, Mo., Nov. 17, 18 and 19. He will speak on "The Government and Post-War Radio." The Assn. of Women Directors will highlight the conference with discussions and panels on "Radio Programming for the Home of Tomorrow."

KFBC Control Shift

REQUEST was filed with the FCC last week for acquisition of control of KFBC Cheyenne, Wyo. by Cheyenne Newspaper Inc. through purchase of 175 shares common stock from W. A. Corson for a total of $2375. Sale is fulfillment of an optional agreement dated Sept. 27, 1941. Stock holdings after transfer would be: Cheyenne Newspapers 1400 sh, W. A. Corson 500 sh, William C. Grover 400 sh, Bard Ferrell 250 sh.

DuPont Spots

E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., starting Oct. 30 and in November will sponsor live chain-break announcements at varying intervals for 5-star antifreeze on WXYZ, WAAT, WTAM, WENR, WJAS, WFBR, WEEI, WISN, KYW, for three weeks. Agency is BBDO New York.

Censorship

ACCUSATION of playing partisan politics to the hilt was leveled against KOME Tulsa by an irate and blasphemous woman listener who called H. E. Grimes, general manager, and accused him of cutting down the station's power whenever Gov. Thomas E. Dewey broadcast. Mr. Grimes, a man of patience, explained gently that the code of ethics and the FCC do not permit such conduct even when desirable, but after more protests in equally vitriolic vein he ended the conversation abruptly with something like a weakly muttered "Perish Forbid".

OWI PACKET, WEEK NOV. 20

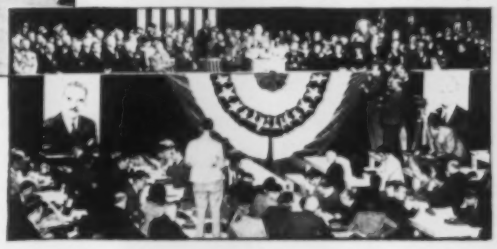
Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 20. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Sixth War Loan	X	X	X	X	X	--	--
Ceiling Prices	X	--	--	--	--	--	--
Army Nurse Recruiting	X	--	--	--	--	--	--
Careless Talk	--	X	X	X	X	--	--
Hold Prices Down	--	--	--	--	--	X	X

See OWI Schedule of War Messages 135 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WHY PORTLAND, OREGON PEOPLE PREFER KGW

Ingredients of a newsbeat. The engine that didn't get there, Miss Virginia Cain of KGW whose alertness got the story through, and the Dewey speech in Portland at the end of an exciting day.



JOHN W. DUNLAP

PACIFIC NORTHWEST MANAGER UNITED PRESS

SAYS..."I want to express the appreciation of the United Press to the KGW operating staff, particularly Miss Virginia Cain, for a most remarkable incident in news reporting and alertness. When the Thomas E. Dewey special train on its way to Portland was wrecked at Castle Rock, Washington, on September 19, our reporter on the special got a telephone line through to KGW, and Miss Cain took down in shorthand his eyewitness story of the accident. She did a masterful job of taking the story, then phoned it to the U.P. office, giving us a brilliant "beat". Your Miss Cain made it possible for U.P. to give the first on-the-scene story of one of the all-time major news events in the Pacific Northwest. It is a further demonstration of the alertness and the sound news judgment of the whole KGW staff."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

THE FARMER GOES TO MARKET!

Certainly the Iowa farmer goes to market. Why not, when he's produced 589,992,000 bushels of corn, 147,150,000 bushels of oats, 37,314,000 bushels of soy beans, etc., this year? He's got a lot to sell!

But he won't go to market with a little basket; he won't be wearing top hat, gloves, and cane. Yet—some self-called "farm stations" out here must think he does. Or they wouldn't dare program as they do!

Frankly, we wouldn't have a "farm editor" who uses night-club gags and spins jive records. Our farm editor must *know* his livestock and his grain—must be able to *interpret* market reports. This is just good business because our area is 80% rural—and KMA is the only full-time farm station in this No. 1 Farm Market.

It's good business for you, too, when you use KMA. It is the No. 1 Farm Station in this area—your No. 1 bet whenever you have a selling job to do. Our schedules are crowded—but we still love requests for availabilities or information. Yes indeed, you'll find us (or Free & Peters) very cooperative.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

House Committee to Resume Inquiry Into WMCA Transfer

HEARINGS into the December 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, will be reopened Nov. 21 by the House Select Committee to Investigate the FCC, Chairman Clarence F. Lea (D-Cal.) disclosed last week on his return to Washington after a rest in West Virginia.

Among the early witnesses expected to be called are FCC Chairman James Lawrence Fly and Commissioners Paul A. Walker and Norman S. Case, for whom subpenas have been issued. Other witnesses likely will include Mr. Noble, Mr. Flamm, Thomas G. Corcoran, former White House confidant; William J. Dempsey and Lt. Comdr. William C. Koplovitz, Washington counsel who represented Mr. Noble before the Commission in the acquisition; Warren Snow, Harry Cushing and John Curtis, brokers representing Mr. Noble; Donald S. Shaw, former vice-president and general manager of WMCA and now radio director of Geyer, Cornell & Newell; Leslie E. Roberts, former public relations counsel of the station, and charles S. Guthrie, one of Mr. Noble's attorneys.

'Whitewash' Charge

Subpenas had been issued for all the witnesses prior to the first hearing last February. It was postponement of the WMCA investigation, pending litigation in the New York courts, that led to the resignation of Eugene L. Garey, Committee general counsel, who bitterly denounced Chairman Lea and the other Democratic members, Reps. Edward J. Hart (N. J.) and Warren G. Magnuson (Wash.) and charged them with "whitewashing" the probe.

Following the two-day hearing early last February, during which Mr. Flamm told a story of being "coerced" into selling the station through belief that the FCC would not renew his license, Franklin S. Wood, attorney for Mr. Noble, wrote the Committee, then wired its members, protesting that to continue the hearings would be unfair, inasmuch as Mr. Flamm had brought suit in the New York Supreme Court. This suit is still pending.

On Feb. 16 the three majority members voted unanmiously, on motion of Rep. Hart, to postpone the hearings pending the New York litigation. The minority members, Reps. Richard B. Wigglesworth (Mass.) and Louis E. Miller (Mo.), issued a joint statement charging the majority with "whitewashing" the investigation. They carried the fight to the floor of the House, where all five members "fought it out" with vitriolic speeches.

When the WMCA investigation was postponed Chairman Lea said: "The issue is not whether we are going to investigate the WMCA sale; the point is when."

Hearings later were resumed with Harry S. Barger, chief investigator, as acting general counsel and in April John J. Sirica was appointed general counsel by a 3-2 vote. All wounds of dissension within the Committee apparently healed, however, as Mr. Sirica took hold.

Since hearings have been in recess from early September the Committee staff, under Mr. Sirica's supervision, has been working on various phases of the FCC probe, including the WMCA sale.

Call Letters Changed

CONSENT was granted by the FCC last week to KOBH Rapid City, S. D., to change call letters to KOTA and likewise WCLE Cleveland to change its call to WHKK. KRNT Des Moines was granted permission to change its corporate name from Iowa Broadcasting Co. to Cowles Broadcasting Co.

CFPL Granted 5,000 w

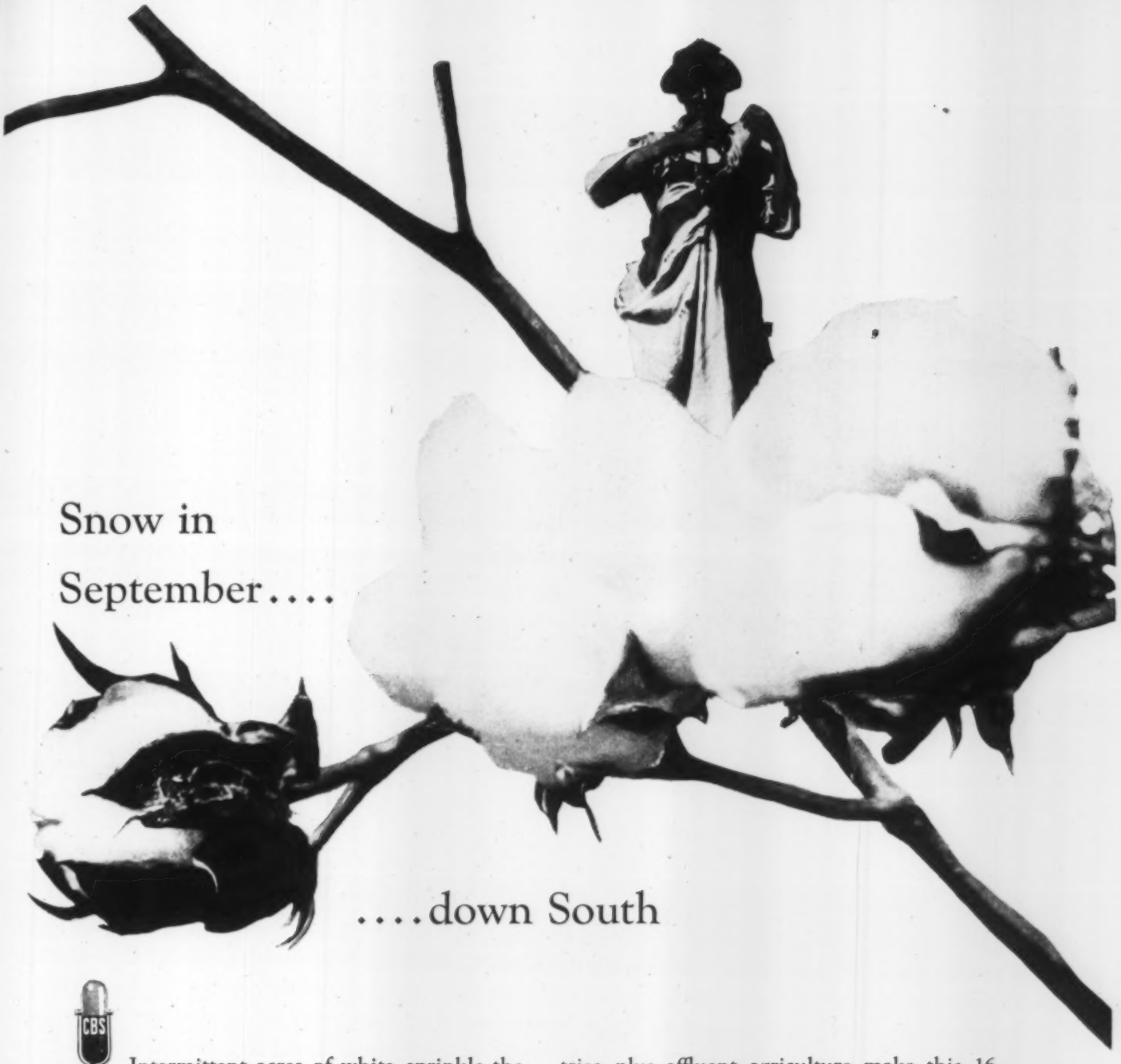
CFPL London, Ont. has been notified by Walter A. Rush, Controller of Radio, Dept. of Transport, Ottawa, of permission to increase power from 1,000 w to 5,000 w under Havanna Treaty allocations. Similar grants have been made to a number of other stations [BROADCASTING, Sept. 25].

Chicago Fund Aid

ALL EXCEPT three Chicago stations combined facilities and offered a full hour simultaneously to the Community and War Fund of Metropolitan Chicago on Oct. 15 for a presentation of a variety and dramatic program depicting activities of the Fund. Program, which was presented in cooperation with AFRA, AFM and other unions, carried an appeal for donations to the Fund and was broadcast on the following Chicago stations: WBBM WCFL WENR WGES WSBC WGN WIND WMAQ WHFC WAAF WAIT WEDC WJJD.

WOW Ad

WHEN Union Pacific R. R. decided to switch its program *Your America* from NBC to Mutual, WOW Omaha, the NBC outlet there, took a full page ad in the *Omaha World Herald* to explain the switch and pointed out that WOW would continue to produce the show. John J. Gillin Jr., WOW president who signed the ad, told readers that Union Pacific had switched to get the Sunday afternoon time when more Union Pacific employes could hear the program, which went on NBC at 5 p.m., and because it caused conflict with network football games. WOW will continue to produce *Your America*, the ad stated, under direction of Lyle DeMoss, WOW program manager, with WOW talent and technicians. Mr. Gillin pointed out that this was done in order to keep production of the show in Omaha, where *Your America* will be heard on KBON.



Snow in September....

....down South

Intermittent acres of white sprinkle the vast, green, rolling Piedmont...come September. *Cotton is the Piedmont's largest money crop.*

27,500,000 baled-pounds of America's staple fiber are picked in Spartanburg County alone each year, while from the 16-county WSPA primary area flows a large part of the entire U. S. cotton supply.

But the Piedmont's wealth isn't vested in cotton alone. Textiles, plastics and wood industries, plus affluent agriculture make this 16-county rolling-land an advertiser's paradise. A paradise that is one of the *best-balanced* sections in the entire country.

WSPA swings the *balance* your way.

WSPA

SPARTANBURG, SOUTH CAROLINA

5000 watts day, 1000 watts night, 950 kilocycles

Home of Camp Croft *Represented by Hollingberry*

ORIGINATED by WOR New York, a gala salute to the Mutual program *Tom Mix and his Sharp Shooters* was broadcast on MBS' *Rainbow House* and 32 other Mutual stations joined in staging simultaneously studio "Kid" parties as a phase of the contest for the best promotion of Mutual juvenile programs. Contest is under the auspices of Ralston-Purina, St. Louis, sponsor of *Tom Mix* on 204 MBS stations, Monday thru Friday, 5:45-6 P.M. Company is offering a total of a million dollars in E Bonds to the Mutual affiliate which in the six-month period ending March 1, 1945, does the best job in promoting listening audiences for the network's child shows or the sale and distribution of products advertised.

Merchandising & Promotion

Tom Mix Party—WBT Booklet—Lever Contest
NBC Brochure—WTOP Phony Dough

WBT Booklet

FEATURING "cut-out" type of characters as illustrations to accompany text, latest promotion booklet of WBT Charlotte, N. C. is titled "How to Be a Success in the South". Presentation of data of interest to the radio advertiser and of WBT's coverage, booklet concludes WBT to be "the South's best salesman".

Lever Contest

LEVER Bros., Cambridge, is using its Swan Soap programs *Burns and Allen* and *Bright Horizon* on CBS to build up consumer interest in a "Name the Swan" contest. Firm is offering cash prizes to those who supply a first name for "Mama Swan" and complete the sentence "I like Swan Soap better because ____." Extensive space advertising is being used to promote the contest. Agency is Young & Rubicam, New York.

* * *

Sponsor Invitation

TO SELL a thrice-weekly musical quarter-hour on CKEY Toronto, June Ellis, singing star, sent out personal hand-written invitations to advertising agencies in Toronto and Montreal, "to arrange a date with you at 580 on your dial". The letter was personal, telling the singer's musical education and qualifications, and adding as a postscript the fact that the program was open for sponsorship.

* * *

Blue Booklet

LATEST Blue Network promotion piece, which consists of a collection of offset reproductions of magazine and trade journal formats in which Blue ads are to appear, endeavors to show how the Blue is attempting to reach more than 500,000 businessmen through the use of the variety of trade journals and papers. Introductory page copy says "You can buy national network radio programs for your local use."

* * *

WINN Flyer

BEARING the caption "WINNers ALL", WINN Louisville has issued a listener promotion piece printed in dark blue ink on light blue, legal size paper listing the "offerings" of WINN, Blue outlet in Louisville, under titles of Music, Drama, News, Comedy, and Variety. Flyer will be repeated quarterly with copies of the first issue distributed through the local Radio Council Booth at the Kentucky State Fair.

* * *

NBC Brochure

NBC Spot Sales has issued a brochure showing promotion for Mary Margaret McBride's 10th anniversary on WEAF New York. Brochure shows crowds at Madison Square Garden, quotes and tear sheets, reproduced in offset, from trade papers and magazines of general circulation which carried stories about the event, and copy on how WEAF wins listeners and influences product sales.

* * *

Ziv Brochures

FIVE brightly colored brochures have been prepared by Frederic W. Ziv Co., Cincinnati, to promote transcribed program series offered by the company. Being sent to agencies and advertisers, booklets cover *Calling All Girls, Korn Kobblers, Songs of Good Cheer, Manhunt* and *Parents' Magazine on the Air.*

Advance Schedules

TO A NATIONWIDE list of music educators and leaders of community music club activities, General Motors Corp., New York, has started monthly distribution of advance schedules and program notes on its NBC program *General Motors Symphony of the Air.* Four-page pamphlet contains news and feature material on Arturo Toscanini, Frank Black, and various guest conductors for the 1944-45 season. Agency is Arthur Kudner Inc., New York.

* * *

WTOP Phony Dough

LATEST promotion stunt of WTOP Washington, conceived by Howard Stanley, WTOP publicity head, is a simulated $1,000,000 bill, done in offset, showing Jimmy Durante in the center, Arthur Godfrey on the left and Arch McDonald to the right. All three are CBS-WTOP headliners. Copy on the bill reads: "One Million Dollars Worth of All-Star Radio Talent on Washington's Top Station."

* * *

KLZ Folder

NEWEST "Denver Delivers" promotion brochure issued by KLZ Denver points out the "mountains of strategic materials" produced by Colorado's mines, presenting pictures of extracting operations and facts on wealth, quantity and variety of minerals obtained in the KLZ area. Printed in three colors on heavy paper, folder stresses the CBS outlet's theme, "KLZ Delivers the Denver Market".

* * *

WNOE Brochure

EXTRA large promotion booklet has been issued by WNOE New Orleans with the addressee's name inked in on the cover. First page features the market of the area, and following pages feature the staff, public service, news, the network, national picture, sports and exclusive features carried by WNOE. Book is illustrated throughout.

* * *

CKAC Brochure

TO HELP promote the following of Alec Dupont Features, CKAC, the Columbia station in Montreal, has issued a promotion brochure in black and white giving the radio background of Alexandre Dupont, who is on the air five times a week with such popular French-Canadian shows as *Le Coeur Dispose, Le Carnet de la Menagere,* and *Actualities Hollywood.*

* * *

WLIB Promotion

TO ANNOUNCE change in ownership, WLIB Brooklyn is running full and half-page ads in 12 trade papers announcing Mrs. Dorothy S. Thackrey's purchase of the station. All eight New York papers are scheduled to run advertisements announcing sale and heavy promotion schedule is being readied by Moss Assoc., WLIB agency.

* * *

Reference

CANADIAN PRESS and its radio subsidiary, Press News Ltd., Toronto, has distributed to radio stations a "Reference Diary of Five Years of War, 1939-44." Events of the years are broken up into world events and Canadian news events and with Jan. 1, 1939 and run to September 17, 1944.

MOTHER LODE

That part of the California Central Valleys area known for its rich gold yield, where gold actually runs in its streams and rivers, has long been known as the "Mother Lode" region. This area still produces a large part of California's wealth.

But today a greater source of wealth lies in the rich crop yield, producing the highest farm income in the world—$8,797 per farm.

The ***Beeline*** area is a part of the *Central Valleys and Western Nevada,* a 41 county area which is covered thoroughly by no other station or combination of stations.

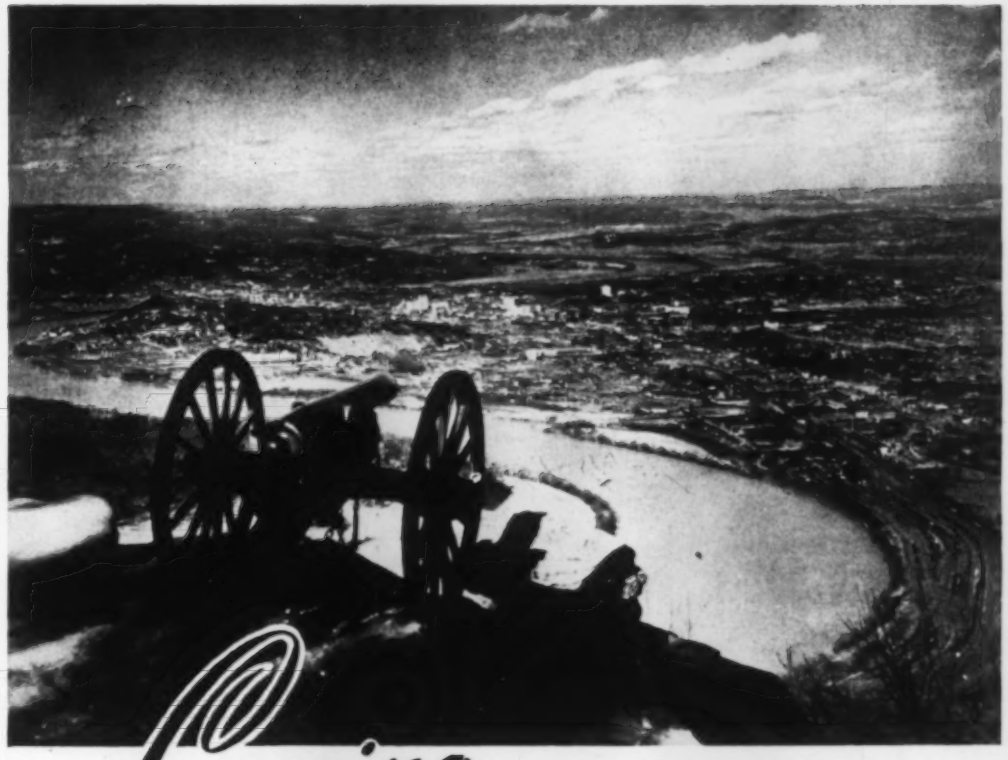
WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy ***Beeline*** rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative



Covering Chattanooga

FROM POINT PARK ON LOOKOUT MOUNTAIN

HIGH above the winding Tennessee River, from the Adolph S. Ochs Observatory and Museum, the city of of Chattanooga stretches out deep into the horizon.

This historic Point Park on Lookout Mountain overlooks the site of the Battlefield of Chattanooga, where occurred one of the epic battles in American History.

Today, Chattanooga is covered by a more compelling force than this single antiquated cannon. That force is WDOD, the FIRST station in Chattanooga . . . the station that has been out in front in this great market since 1925 (the beginning of radio in Chattanooga).

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

A HOOPER-DOOPER HOOPER! (Meaning Clear Cut Superiority)

C. E. HOOPER, Inc.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	**48.2**	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	**45.9**	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	**43.2**	35.5	19.3	2.0

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

The Confidence of One Man in Another

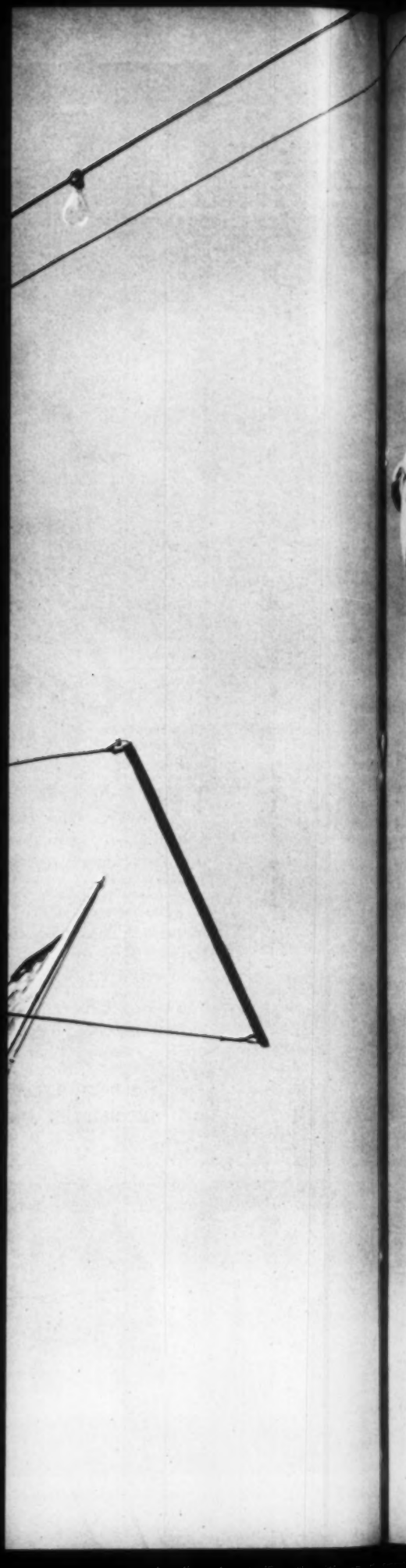
Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

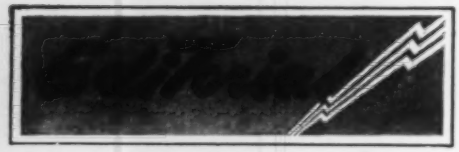
The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES





Storm Signals

THESE are jumpy days for radio. In addition to coverage of a war on foreign lands and seas, there's the political war at home. On slightest provocation, a committee here or a league there will scurry to the FCC to complain about unfair treatment, sponsor identity or unwarranted censorship.

All that will be over with the elections Nov. 7. But there will be battle scars and hangovers. There's the issue agitated largely by UAW-CIO about the NAB Code, dumped overboard by CIO because it had picked a bad case in WHKC Columbus, which happened to be one of the few stations which sold time to labor unions.

How deep an impression has the "equal time" issue raised by CIO made upon certain members and minions of the FCC? Will there be any further efforts toward setting aside of time for discussion of controversial issues? Will the pressure groups, or the extremists on the FCC attempt to use the backdoor to accomplish that which has been denied them by the front door?

Many broadcasters will recall the battle for the allotment of "fixed percentages" of time for educational, religious and other noncommercial pursuits provoked during consideration of the Couzens Bill in the Senate in 1933. The Hatfield Amendment would have required that. It was killed, however, because Congress was convinced that ample time was being accorded these groups under Radio by the American Plan.

Today there's a different approach. The educators are clamoring for FM facilities of their own, and probably will get them. CIO has talked about getting in on the ground floor of FM, but evidently is not serious about it, preferring to have free time from established stations where they can get a conditioned, loyal audience.

Hearings are scheduled before the FCC Nov. 10 on the sponsor identity issue. The hearing was motivated, not by failure of commercial sponsors properly to identify programs, but by labor unions protesting the transcribed broadcast series of the National Assn. of Manufacturers. NAM offered these as sustaining features. Many stations unwittingly or foolishly used them without making crystal clear that they were produced by NAM.

The point we're attempting to make is that these developments, however innocuous they may appear, require attention. Broadcasters may be too busy doing a war job to be bothered, but the pressure groups have stepped up their pace on the Washington front. CIO-PAC already has established its own "national radio monitoring system" to check network and station broadcasts. It proposes to shout long and loud when it feels that it has suffered discrimination. It will resolve all doubts in its favor.

So far, these are only storm signals. Much will depend on the outcome of the elections, but whatever way it goes, the pressure groups will follow through unless the broadcaster has a cogent, clear-cut case prepared.

Unsung Hero

RADIO, we judge, has produced its quota of heroes in this World War II. More of them are unsung than decorated. But all of them do not hold military rank—witness those with OWI's overseas service, the Office of Strategic Services, Red Cross, nets and news associations.

The story is out on one of these heroes. He is Morrie Pierce, the ingenious engineer who doesn't stop at engineering. He has been commended twice since the war began. His first conquest was the surrender by radio of the Italian Fleet 13 months ago, when he broadcast the surrender terms on the international distress frequency, having retuned a hay-wire transmitter by round-the-clock mathematical measurements and manual labor.

Now Morrie is officially commended by an Army Colonel for his ingenuity in working out the capture of Radio Luxembourg intact, in advance of occupation of the Duchy by Allied forces. He simply talked an Allied general into lending him a convoy of tanks (part of an armored division) and surrounded the station, to take it unmolested. The 150 kw station now is being used by the Allies for psychological warfare. It lays down a primary sipnal virtually throughout Germany.

Morrie, who is on leave from his post as vice-president in charge of engineering of the Richards stations (WGAR WJR KMPC), probably would say it was all in line of duty. OWI officials, however, praise Mr. Pierce for his "imagination" and "a conception of his job which goes far beyond his immediate duties as an engineer."

Congress can bestow decorations upon civilians. For his attainments in foreign theatres in this war, we respectfully suggest that the Congressional Medal of Honor, or the Special Medal of Congress be bestowed upon Robert Morris Pierce.

Upstairs or Down?

FOR MANY weeks furious controversy has raged over television allocations. Should the new video art go "upstairs" in the spectrum, where admittedly delay would be entailed, or should it remain "downstairs" on pre-war assignments where production could begin as soon as war-imposed freezes are thawed.

That's one of the knottiest of the allocation problems before the FCC. Most manufacturers, with heavy investments in plant and equipment for producing pre-war designs, want the lower channels. Many broadcasters, including certain networks, see only a manufacturers' Shangri-La in using the pre-war standards. It depends upon whose economic ox is gored.

One thing is evident. Prompt television manufacture *will* open a tremendous industry —a billion-dollar one—creating jobs for thousands of returning veterans. Demonstrations of low-band television have been most favorably received by experts in public opinion, advertising and the arts.

Assuming the channels are there, we string along with the proposals for a dual system—both low and high channels—but with clear and unvarnished public notice (which should be obvious anyway) that the "downstairs" television may be supplanted by a higher-definition "upstairs" system to come.

Our Respects To -

MAJ. EDGAR HERBERT FELIX

EARLY in the game—back in 1923—Ed Felix learned that "listening is the product of both program *and* delivery." One can't be measured without the other. He learned that lesson with some little pain.

One night a few months after WEAF New York had started its pioneer operations in 1923, a program was arranged by AT&T for an interview with long-distance operators all over the country, carried over the telephone lines to WEAF. From there it was to be sent by radio to an auditorium in Pelham 18 miles away, where the first Western Electric public address system was installed. An audience of close to 3,000 crowded the hall.

The prospective listeners eagerly awaited the sounds that were to make radio history. But there were no sounds. Ed Felix, who was WEAF's promotion and public relation manager, went out on the stage and talked until his throat was dry, waiting for the engineer at the receiver to report clear reception from WEAF, just 18 miles away.

"All we can get is a weak, fading signal", the engineer whispered to him. "Keep talking". Finally a shaky bit of the program came through from WCAP (now WRC Washington), but the WEAF part was a fiasco.

"There was the audience, tangibly before me. The program they wanted to hear was somewhere on the airwaves, but without a strong enough signal, we had nothing," Maj. Felix says. "I knew then that field strength intensity must be measured in order to determine definitely where an audience may be expected. Without that knowledge, the best programs on the air can go to waste."

From this idea, Ed Felix began working on field intensity surveys culminating in 1935 in the establishment of Radio Coverage Reports Service. The first field strength survey of a broadcasting station ever made, according to Maj. Felix, was to establish WEAF coverage.

Radio Coverage Reports are based on measurement of signal strength but they also define the market area of a broadcasting station. Field intensity measurements are important as a means of area definition when used in relationship to market and audience surveys and due consideration is given to the prevailing service standard.

Two years of experiments in the field, testing endless signals with the instruments in his car, formed the foundation of the Reports when they were officially made available in 1935. His findings have been of great value to stations, agencies and prospective advertisers, to networks and in the preparation of FCC testimony. Ed Felix believes he was the

(*Continued on page 40*)

Outstanding Local Programs

. . . one reason why

WTMJ IS WISCONSIN'S LEADING STATION

To the outstanding array of NBC programs, WTMJ adds a liberal portion of outstanding, well planned local programs. These local programs are a vital part of WTMJ's service to Wisconsin. They take advantage of local preferences.

An imposing list of advertisers have found WTMJ local programs are a key to increased consumer acceptance.

WTMJ local programs are soundly planned and well executed. They bring to Wisconsin listeners the type of radio shows they want and need. Listeners in turn have made WTMJ far and away Wisconsin's most popular station. Little wonder then that you must include WTMJ in your radio plans if you want to reach the fertile Wisconsin market.

WTMJ

THE MILWAUKEE JOURNAL STATION

BASIC N.B.C. EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

"BETH" BLACK

MEDIA DIRECTOR
The Joseph Katz Co.
New York City

Our Respects to

(Continued from page 38)

first expert to testify before the Federal Radio Commission (predecessor of the FCC) on field strength intensity measurements made with the engineer's own field strength equipment.

In 1927 he appeared before the FRC and submitted a plan which was later adopted for broadcast allocations providing four classes of stations—clear channel, high-power and low power regionals and locals.

That same year, 1927, McGraw-Hill published his book *Using Radio in Sales Promotion*. The plan set forth in the chapter titled "Scientific Appraisal of Station Values" is strikingly similar in basic aspects to the present outline of the NAB Radio Bureau of Circulations [BROADCASTING, Sept. 18].

There should be "a definitely organized system of station valuation, based upon program standards, power and audience," the chapter states. "It might lead to the formation of a single organization, performing the same service for broadcasting that the Audit Bureau of Circulations does for the publishing field. Such an organization might establish an arbitrary figure of merit for every broadcasting station, based upon field-strength measurement surveys, house-to-house canvasses, and population studies. From '27 to '32 he edited the radio section of *Advertising & Selling*, and also worked on his next book, *Television, Its Present and Future*, published by McGraw-Hill in 1931.

Then in 1935 he established his Radio Coverage Reports, analyzing radio service to cities of over 25,000 population all over the U. S. Ed Felix claims he has literally given up his freedom for these Reports.

They have landed him and his coworkers in some of the best jails in the country. Because the police have misinterpreted his intentions when they have seen his car with the strange equipment going out to remote sections and testing signals, they have often whisked him off to the nearest precinct. The situation was especially bad just after the war started and the spy scare was widespread.

Ed Felix was born on March 29, 1898. He attended the Columbia School of Journalism, Yale's Sheffield Scientific School and New York U. In 1918 he joined the Army, and was assigned to the Signal Corps radio engineering and development section.

In the Signal Corps he became aware of direction finding and measuring signal strength. He was sent to Signal Corps Officers Training School and emerged with the qualifications of a second lieutenant but no commission. The war was over.

After that he did technical radio consulting and freelance, writing. He was with WEAF two years, then in 1924 went with N. W. Ayer & Son doing publicity and technical radio writing. Two years passed with the agency and he returned to consulting and more experimentation with field strength measurement.

World War II put a temporary halt to his Radio Coverage Reports. Ed Felix was commissioned a captain, again in the Signal Corps, early in 1942. In June of the next year he was sent to the Central Pacific. Since then Maj. Felix has been to practically every one of our bases in the Central and Southern Pacific, working with aircraft navigation equipment in the VHF communications field, and also with allocations in the high-frequency bands. He is now assigned to Gen. MacArthur's headquarters in SWPA.

He calls Arlington, Va. home, where he lives with his wife, Lillian, and their daughter, Joan Louise, 15. He holds membership in the Institute of Radio Engineers, Radio Club of America, City Club of New York, Advertising Club of New York, and is on the board of advisors of the National Radio Institute.

Though he says cabinet making and instrument construction are his hobbies, they are but a by-product of the "hobby" of his Reports, to which he has devoted himself with the true scientist's single-minded purpose.

Beth says

"I can't say anything about spot broadcasting that it hasn't already proved for itself. At our agency we've used a lot of it for a long time."

we agree 100%

In just 27 words this femme timebuyer, who spots a lot of advertising in the markets she wants, on the stations she wants, has covered a many thousand word subject.

John Esau
General Mgr.

KTUL

5000 Sales-Productive Watts in Tulsa

CBS . Free & Peters, Inc.

YOU DON'T DIVIDE THE AUDIENCE HERE!

Southwest Virginia is covered by *one radio station only*—WDBJ at Roanoke.

WDBJ gives you 118,921 *listening families*—as many actual listeners as many big-city 50,000-watters which must divide their "potential" audience with two or three other stations!

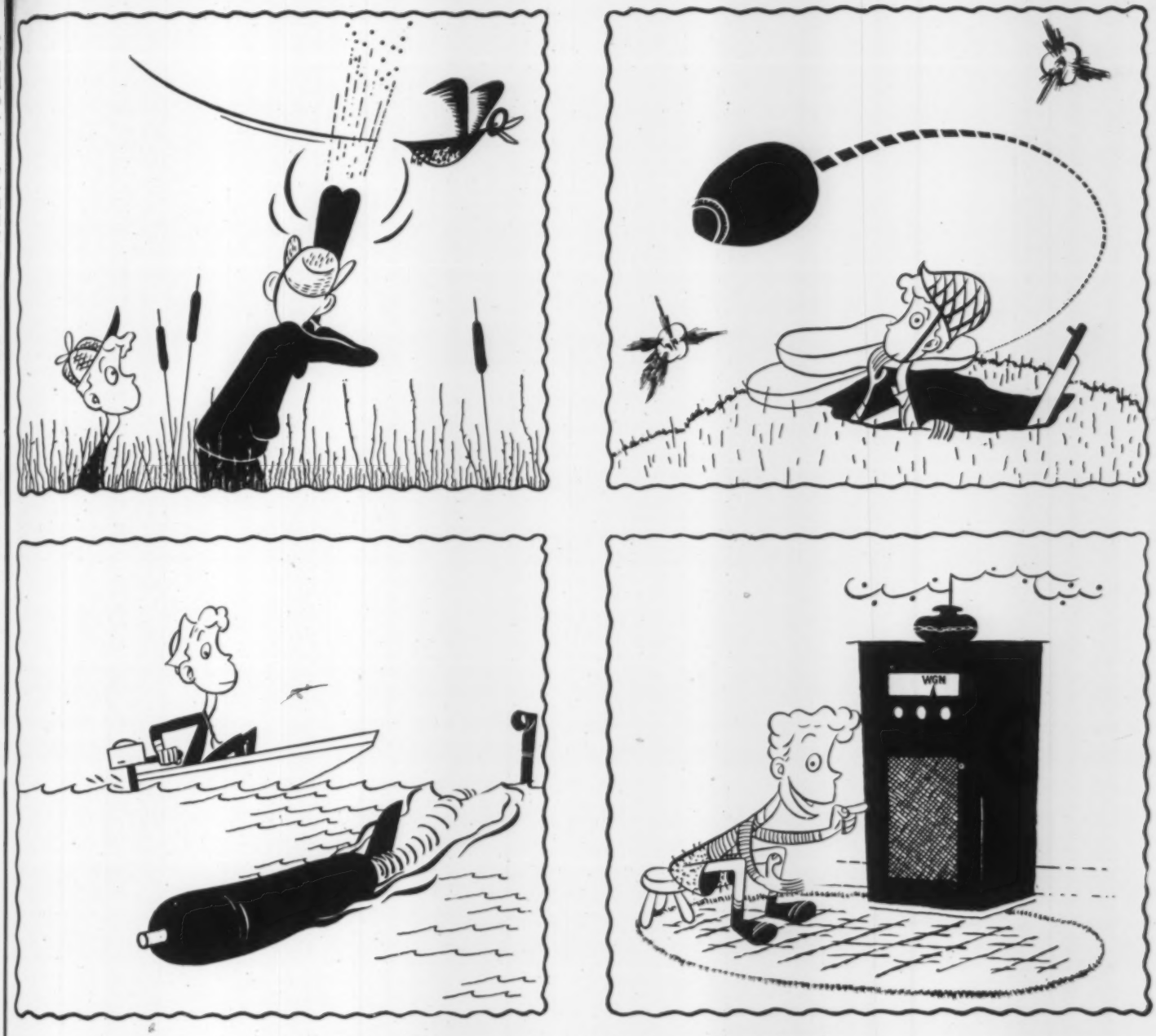
You can add WDBJ and get this big actual market at a real bargain—the cost for a Class B quarter hour (once) is only $30! Write for availabilities—or ask Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.



Little Edgar says: "You can't miss in Chicago and the Middle West if you use WGN."

No wonder WGN carries more retail, local and national spot business than any other major Chicago station

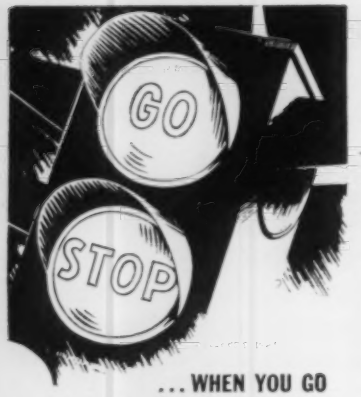
A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.



... WHEN YOU GO WEST OF CHICAGO

STOP IN THE QUAD Cities

MORE RETAIL BUYERS than in any MARKET*

Between *MINNEAPOLIS and ST. LOUIS • *CHICAGO and OMAHA

The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Silvis) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is DELIVERED by WOC!

WOC DAVENPORT IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

Personal NOTES

BARNEY LAVIN, on leave as manager of WDAY Fargo, has been promoted to a first lieutenancy in the Marine Corps, after 11 weeks service. Having concluded his basic training at Quantico, Va., he reports to Sea Island, Ga. Fighter-Director School Nov. 3.

LARRY E. GUBB, Philco Corp. board of directors' chairman, has been elected for a five-year term to the board of trustees of Cornell U. Mr. Gubb is also president of the Cornell Alumni Assn. He joined Philco as a Buffalo sales representative in 1921.

DON FINDLAYSON, assistant to Don Kelley, sales promotion and publicity director of WLS Chicago, will replace Mr. Kelley, who will leave WLS Nov. 1 for WBBM. [BROADCASTING, Oct. 2], Glenn Snyder, vice-president and general manager of WLS, announced last week. Mr. Findlayson joined WLS in 1938 as assistant to Mr. Kelley, and before that did sales promotion and publicity work at KOIL Omaha.

JOHN HIDDLESTON, local sales manager OF KIRO Seattle, has been elected to the board of governors of the Washington State Press Club.

LEONARD W. BROCKINGTON, former chairman of the board of governors of the Canadian Broadcasting Corp., has returned from a visit to European battlefronts, and will report in a series of broadcasts, operations of Canadian forces on the battlefronts.

DAVID WILLIAMSON, former automobile editor of the *San Francisco News*, has joined KFRC San Francisco as account executive.

ROY THOMSON, owner of Northern Broadcasting & Publishing, Timmins, Ont., operating CFCH CJKL CKGB, and Senator Rupert Davies, CKWS and CHEX, were scheduled to leave for England to gather material for broadcast and newspaper articles.

Flaig to Atlanta

HERBERT L. FLAIG, account executive in the Chicago office of WLW Cincinnati since last July [BROADCASTING, July 31] has been named to head the new Atlanta office of WLW, according to an announcement by Harry Mason Smith, WLW general sales manager, who said the new office would provide a more personalized service for WLW accounts in the southern states. New office will be in the Mortgage Guarantee Bldg., 10 Ellis Street, N.E. Mr. Flaig has been with the Crosley Corp. since 1928.

Kesten to England

PAUL W. KESTEN, CBS executive vice-president, has gone to England for an indefinite period to discuss network affairs with William S. Paley, CBS president, on leave to serve as Chief of Radio, Psychological Warfare Division, SHAEF. During Mr. Kesten's absence his duties will be shared by Joseph H. Ream, Frank N. Stanton and Frank K. White, CBS vice-presidents.

IRENE KUHN, who has been on leave from NBC as manager of program promotion to serve as personal adviser to Mrs. Thomas E. Dewey during the election campaign, is recovering at her home in New York from the after-effects of injuries and shock sustained in the Dewey train wreck in mid-September. Mrs. Kuhn continued her duties for several weeks after the accident but collapsed upon returning to New York and was obliged to seek medical care. She is not expected to resume her campaign activities.

FOX-EYE VIEW of the Battle of Buckleyville was the grandstand seat for Cecil Seavey (with mike), KOA Denver announcer, as he broadcast the mock battle staged by officers and men of Buckley Field near Denver. Two officers share the fox-hole with the announcer and Kenneth Raymond, engineer, who hugs his controls, protected by a shipping crate. Nearly 150,000 witnessed the action.

Rail Sponsor

SERIES of twenty half-hour Kansas City Philharmonic concerts will be sponsored by the Kansas City Southern Lines over KMBC each Thursday night. Programs are specially planned for radio and consist of shorter selections and more popular arrangements than formal concerts. The railroad also sponsors play-by-play accounts by Hal Totten of the Big Six football games Saturday afternoons on WDAF. Agency is R. J. Potts-Calkins & Holden.

John H. Cose Jr.

JOHN H. COSE Jr., 43, assistant superintendent of RCA Institutes Inc. died Oct. 24 in a New York hospital, following a long illness. A graduate of the Marconi Institute in 1920, Mr. Cose served with RCA's marine department as ship radio operator. He became code instructor at RCA Institute in 1929, head of the department of physics in 1935 and assistant superintendent in 1939.

ADDING 106 staff workers to aid in communication and compilation of Presidential election returns on Nov. 7, KNX Hollywood will augment local returns with approximately 22 direct telephone and teletype reports each hour from key points in the eight western States, with Fox Case, CBS western director of news and special events, in charge. George Allen will produce election broadcasts.

THEY GO TOGETHER

KOCY OKLAHOMA CITY

A MUTUAL Station

Ask the Walker Co.

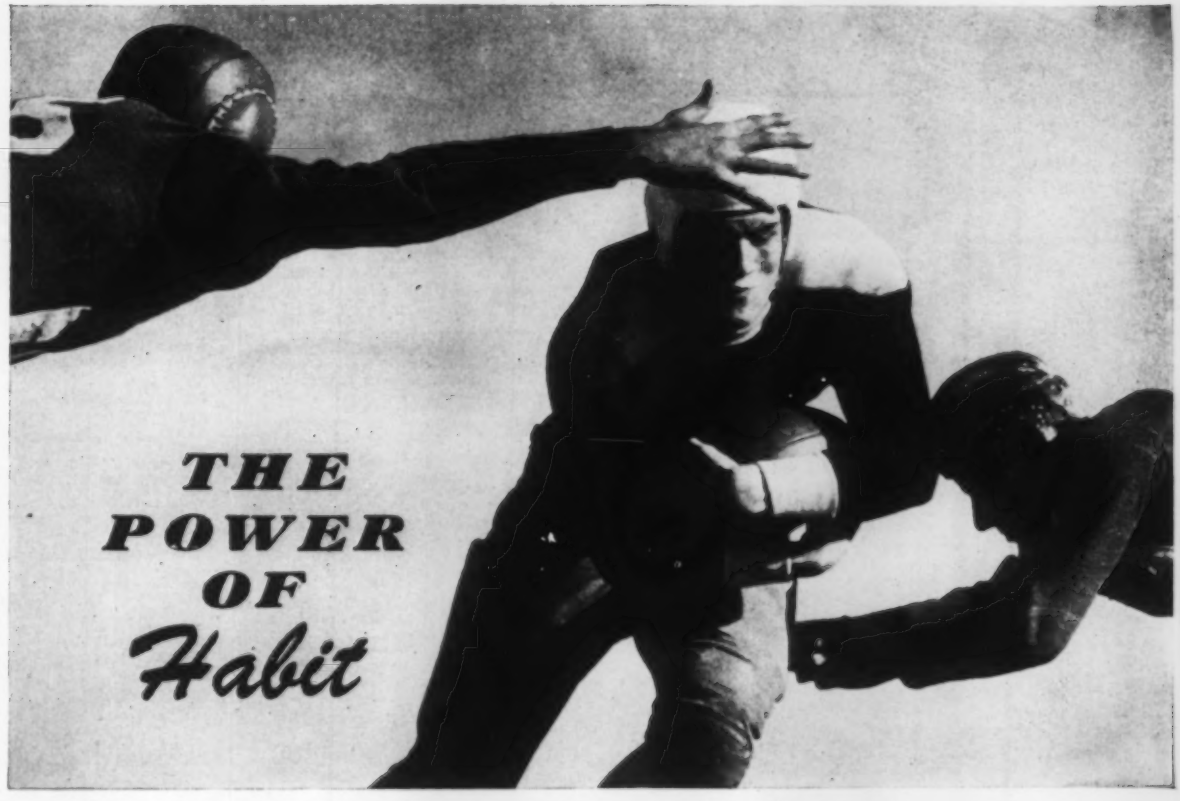
Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina

Representative: The Walker Company



A great open field runner doesn't think about his next move.
He makes it instinctively.

Instinctively, the people of Southern New England rely upon WTIC for their radio entertainment because WTIC gives them what they want.

These people comprise a constant and attentive audience for your sales message, and they have the money to buy your product, too. Their effective spendable income is 60% in excess of the national average.

It will pay to use WTIC's 50,000 WATTS to create sales in Southern New England.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

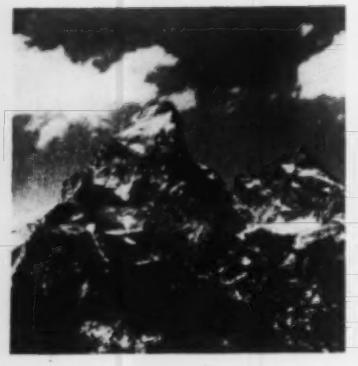
WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

More height to Mt. McKinley than any other American peak



More RETAIL ADVERTISERS ARE USING WHBQ EXCLUSIVELY THAN ANY OTHER MEMPHIS STATION

Memphis is the world's largest Cotton Warehousing Center

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

BEHIND the MIKE

JAMES STEVENSON, Lt. Col., A.U.S., inactive, has been added to NBC's staff of commentators, and on Oct. 21 began a series of Saturday broadcasts, 11:15-11:30 p.m. Mr. Stevenson was formerly associated with WJR Detroit.

MARY DAVIDSON has been appointed publicity director of CKBI Prince Albert, Sask., replacing Jerry Prest who has joined CKFI Fort Frances, Ont., as assistant manager.

DON RAMSAY, formerly of CJIC Sault Ste. Marie, Ont., and Jim Ward, recently discharged from the Canadian Army, have joined the announcing staff of CHEX Peterborough, Ont.

RICHARD STARK, head of Richard Stark & Co., New York production agency, on leave with the U. S. Marine Corps, has been promoted to Captain.

Art ARLETT and Lee Giroux have been added to the sportscasters for Tide Water Assoc. Oil Co. broadcasts of football games originating in northern California. Both men were commentators on Associated Sportscasts in past seasons.

GENE MOORE, formerly of KMBC Kansas City, has replaced Jack Wendover as musical director of KCMO Kansas City. Mr. Wendover will devote fulltime to his orchestra.

JOHN RUSTAD, released from the Army after three years service, has joined the announcing staff of NBC Chicago. Prior to enlistment he was with KSTP Minneapolis as announcer.

GARRETT WEIR MORRISON, production manager and chief announcer of WPTF Raleigh, N. C., has been appointed program director. He succeeds Virginia Tatum, now radio information director in Washington for the AAA.

Val Clare to ETO

VAL CLARE, news editor of CKLW Windsor-Detroit, is enroute to the European Theatre of Operations, according to J. E. Campeau, CKLW managing director, who announced last week that Mr. Clare will interview and report on activities of Canadian troops from the Windsor area, as well as Americans from Detroit. Mr. Clare who was born in England, will visit troops in England, France, Germany and Italy.

One of his sons was killed in action on the Italian front a few weeks ago, and another son is with the Canadian troops overseas. Mr. Clare himself was with the Canadian Army in the last war.

WILF DUPONT, formerly of CKGB Timmins and CKRN Rouyn, Que., is now completing his course as pilot-navigator in the RCAF at Calgary, Alta., and conducts an hour of dance music each Saturday afternoon for members of the armed services from CJCJ Calgary.

RON ALLISTER, former announcer of CJKL Kirkland Lake and CKGB Timmins, reported missing in action, is now reported officially a prisoner of war.

FRANK ARMSTRONG has joined the announcing staff of CKGB Timmins. He formerly was with Canadian Broadcasting Corp. newsroom at Toronto, CJIC Sault Ste. Marie, Ont., and CJKL Kirkland Lake.

LT. (j. g.) LELIA DEAN FRAZIER, formerly of KWKH Shreveport, WJBO Baton Rouge and New York U. Workshop, is now on duty with the Radio Section, Office of Public Relations, Navy Dept.

ANTHONY (Bob) HENNIG, assistant treasurer of the Blue Network, has been elected president of the Blue Athletic Assn. Other officers are Pete Jaeger, national sales manager, vice-president; Carol Roehrs, of the treasurer's staff, treasurer; and Norma Olsen, of the engineering staff, secretary.

JAMES GORDON is a new addition to the announcing staff of WNLC New London, Conn., replacing Jim Durkin. Les Morson is now senior announcer.

NANCY HUDSON, former WAVE ensign, who in civilian life was news editor at WBIG Greensboro, N. C. has been promoted to lieutenant j. g.

BETTY PHILLIPS, commentator of KMTR Hollywood, and Pvt. David Koplan were married Oct. 15.

BOB CALDWELL, former newspaper publisher, and Peter Strand, actor, have joined the production staff of WNEW New York.

CARL BARRON, formerly of KSRO Santa Rosa, has joined KYA San Francisco as announcer.

GEORGE J. VOLGER, of the NBC Hollywood programming department and Radio Recording Division, has joined Art Rush Inc., Hollywood talent service, as assistant production manager.

JOHN JAMES JORDAN, former news editor of KMPC Hollywood, has joined Blue Hollywood as senior news writer. He replaces Edmund Souder, recently assigned network correspondent in Chungking, China.

ART LINKLETTER, m. c. of NBC's *People Are Funny*, is the father of a boy.

J. H. (Jim) FAIR JR. has shifted from WHIS Bluefield, W. Va. to the announcing staff of WPTF Raleigh. He is a former Canadian Air Force fighter pilot.

WADE THOMPSON has left Government work to become poromtion manager for KQW San Francisco.

LT. THOMAS L. MOORE, former WIBG Philadelphia announcer, returned from overseas duty with the Army Air Corps, was sent to the Don Ce-Sar Convalescent Hospital, St. Petersburg, to rest and now has been made acting director of public relations at the hospital.

WAYNE EUCHNER, for 14 years pianist and arranger with the Don Bestor Band, has joined KFH Wichita as musical director.

WBAL Retail Change

REORGANIZATION of the local sales staff of WBAL Baltimore, with a separate department for retail sales, service and promotion, was announced last week by Leslie H. Peard, WBAL sales manager and Harold C. Burke, manager. Harry H. Wright is assistant sales manager in charge of WBAL retail activities, with Kenneth Carter account executive and Lewis Cahn advertising counsel. Taking cognizance of Baltimore retailers' intense interest in television, Mr. Wright revealed that WBAL brought Phil Merryman, NBC director of facilities development and research, to speak on television at the Baltimore Advertising Club's luncheon meeting.

ROBERT ST. JOHN, NBC commentator, has returned to this country after a three-weeks visit to London during which he missed but two of his regular broadcasts on NBC for Miles Labs Inc., Elkhart.

JOE LOVES MARY!
...and radio time buyers love to find a "buy" like WHDH...5000 watts-Blue Network...fine local features...and...RATES THAT ARE RIGHT!
Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK Plus STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

for SMN* it's WHN

DIAL—1050

50,000 WATTS

* SPORTS · MUSIC · NEWS

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

"There's gold in them thar hills"—both yellow and black. Modern equipment brings out coal to keep the nation's Home Fires burning—adding to the production of lead, zinc, silver, copper, gold and magnesite which make Mining one of the Inland Empire's chief industries. There's also Gold in your Cash Register when you use KHQ's *complete* coverage of this rich area. (Courtesy Bear Creek Mines)

Why COLUMBIA BROADCASTING SYSTEM *Selected*

Federal Telephone and Radio

to Build Its New Station . . .

Setting the Standard for Fine Screen Television

IN BLACK AND WHITE AND FULL COLOR!

★

The American Public has been waiting for good television.

The Columbia Broadcasting System has taken a significant step to provide it . . . has placed with Federal Telephone and Radio Corporation, manufacturing associate of the International Telephone and Telegraph Corporation, a contract for a new television station, atop the Chrysler Tower in New York City, that will transmit pictures larger and clearer than were possible ever before — not only in black and white, but in full color!

Entrusted with this responsibility is the Federal organization which, together with its associate companies in the I.T.&T. System, has contributed such milestones in electronic progress as the Poulsen Arc in 1908, which revolutionized radio transmission by generating continuous wireless waves; the great Bordeaux radio telegraph station erected for the U.S. Navy during the last war; the development of the "Micro-ray", a forerunner of modern television technique; the first ultra-high frequency telephone and telegraph circuits, spanning the English Channel; commercial ship-to-shore radiotelephone; a mighty 200 kilowatt high frequency transmitting tube, powerful enough to throw a beam more than halfway around the globe; the famous television station installed in the Eiffel Tower in 1938, and during the war many developments in the electronic field for our Armed Forces.

Long outstanding in the design and construction of broadcasting equipment, Federal's accomplishments include the transmitting equipment for WABC, key station of the Columbia Broadcasting System; also Columbia's powerful shortwave stations, and the mighty "Voice of America" station now being produced for the Office of War Information.

This advanced television transmitter, made for the Columbia Broadcasting System, will produce the finest picture quality of sports events, public ceremonies, educational features, news and entertainment. Today Federal is setting the high standard that will assure for the new art of television, acceptance by America's millions.

The great television transmitter located in the Eiffel Tower, Paris, was designed, developed and installed by an associate company of the Federal Telephone and Radio Corporation in the I.T.&T. System.

Federal Telephone and Radio Corporation

Newark 1, N. J.

Another Milestone in FEDERAL TELEPHONE & RADIO FTR *Electronic Progress*

AN IT&T ASSOCIATE

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION SERVING CHICAGOLAND 24 HOURS A DAY
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

LT. CURT PETERSON, officer in charge of the Placement Section, Radio Branch, War Dept., Bureau of Public Relations, and former radio director of Marchalk & Pratt, New York, has been promoted to captain.

HERBERT LEDER, member of Benton & Bowles' radio department for two years, will direct the new television department the agency has set up to explore the field in the interests of its clients.

CHARLES DREYFUS Jr., formerly of Brentano's Inc., New York, book store, and Benton & Bowles, New York, has joined Rill Assoc., New York, as account executive and media man.

HAYES J. SMYTHE, freelance writer, has joined the creative staff of Howard H. Monk & Assoc., Rockford, Ill.

EMERSON J. POAG has joined Ross Roy Inc., Detroit advertising firm.

SHELDON PETERSON, staff writer of NBC Chicago press, will join Compton Adv., Chicago, Nov. 1 to write *Chrisco's Radio Newspaper*.

ROBBINS MILBANK, former San Francisco manager of Young & Rubicam, joins the San Francisco office of McCann-Erickson about Nov. 1.

MEL WILLIAMSON, recently released from the Army with the rank of major, has been appointed head of the new Los Angeles offices of Lennen & Mitchell at 308 N. Rodeo Drive, Beverly Hills.

FRANKLIN BRUCK Adv. Corp., New York, has established Hollywood offices at 5874 Hollywood Blvd., with Howard Blake as manager. Telephone is Gladstone 2975.

GENE DUCKWALL, transferred from Los Angeles, has been made business manager in charge of all media for Foote, Cone & Belding, San Francisco office.

J. G. STRASSBURGER, formerly with Chicago stations and more recently a Hollywood freelance writer, has joined Jaynes-Harshberger-Martin, Los Angeles, as producer-director.

EUGENE WADDELL has resigned as copy executive of Geyer, Cornell & Newell to join Danceer-Fitzgerald-Sample as group copy supervisor.

KEITH McLEOD, former producer of Russel M. Seeds Co., has joined Benton & Bowles, Hollywood. He is assigned to *Glamour Manor* on the Blue, replacing Betty Buckler, Hollywood office manager.

EZRA MacINTOSH, former NBC Hollywood producer, has joined J. Walter Thompson Co. Hollywood production staff and is assigned to the two-hour CBS *Thanksgiving Day* show sponsored by Elgin Watch Co.

Bryan to Agency

WILLIAM P. BRYAN, formerly on the announcing, news and production staff of WHAS Louisville for eight years, has joined Anfenger Adv. Agency as radio director of the New Orleans office. Mrs. Frank Hennessy of the WHAS script staff becomes assistant to Mr. Bryan and Ines Masia, formerly in the advertising department of Maison-Blanche, New Orleans department store, replaces Mrs. Hennessy.

New Morse Firm

WITH Carlton E. Morse as president, new transcription producing unit has been organized under firm name of Carlton E. Morse Productions and is headquartered at 1500 N. Vine St., Hollywood. Telephone is Hollywood 6161. Clinton (Buddy) Twiss is secretary-treasurer and also handles production. Larry Allen is head of the sales department. Frances Abts is office manager. Cutting will be done by NBC Radio-Recording Division, with *Adventures by Morse*, a half-hour series of 52 episodes slated as first production.

IT AIN'T HAY, it's cigarettes—2,380,000 of 'em—for which Eddy Kohn (second from left) manager of WFPG Atlantic City is giving Gus Neumark (left), Atlantic City representative of Liggett & Myers Tobacco Co., a check representing payment for the smokes sent the Armed Forces through the efforts of WFPG, Blue outlet in Atlantic City. Each package of cigarettes contained a sticker, "Compliments of WFPG, Steel Pier, Atlantic City, N. J. Drop us a line". Others gathered around the Blue mike are (l to r): Joseph Altman, Atlantic City's Mayor; Edgar A. Sweet, WFPG program director; R. J. Adams, New Jersey representative, Liggett & Myers. Station got letters from all theatres.

Radio Advertisers

LEWIS F. BONHAM, formerly merchandising manager of Personal Products Corp., New York, has been appointed director of advertising and sales promotion of Mennen Co., Newark, N. J., to succeed John H. Miller, who has been named manager of advertising and sales promotion of Comprehensive Fabrics Inc., New York, distributors of Koroseal. Mennen, until recently a network advertiser for Mennen products for men, has resumed radio promotion, using spot advertising as part of a test campaign in 15 cities, through Duane Jones & Co., New York.

OVID RISO, who organized and headed the Latin American division of Young & Rubicam, New York, and who served for 13 years as advertising manager of RCA's International division, has been named advertising manager of Philco-International Corp. He left Y&R this year, to serve as advertising director of Great American Industries Inc.

THE RABIN Co., Los Angeles (Hollywood Extra Theatrical Cold Cream), on Nov. 12 for 13 weeks starts using total of 30 transcribed announcements weekly on KARM KMJ Fresno, KTKC Visalia. Firm contemplates expansion to ther areas. Agency is The Mayers Co., Los Angeles.

THORNLEE Inc., Los Angeles, as part of introductory campaign for its cold remedy, Topacold, in major markets, on Oct. 24 started sponsoring week'y rebroadcast of Fulton Lewis jr., on KGB San Diego. Firm in addition sponsors thrice-weekly quarter-hour newscast on KFRC San Francisco, with participation in *11 P.M. News* on KNX Hollywood. Agency is R. W. Webster Adv., Los Angeles.

CHEMICALS Inc., San Francisco (Vano), on Oct. 21 started sponsorship of weekly half-hour *Swap 'n' Shop* on 16 Don Lee Network stations, Saturday 9:30-10 a.m. (P.W.T.) Contract for 52 weeks was placed through Garfield & Guild, San Francisco.

PETER HAND BREWERY Co., Chicago, on Nov. 4 will begin sponsoring weekly half-hour dramatic show *The County Sheriff* on WMAQ Chicago. Contract for 52 weeks was placed by Mitchell-Faust, Chicago.

INTERNATIONAL PICTURES, Hollywood, has appointed Buchanan & Co., New York, to handle advertising. Radio will be used along with other media.

CYNTHIA SWEETS Co., Boston (Cynthia Sweets Chocolates), has started participation Monday through Friday on *Yankee Tune Factory* on WNAC Boston, WAAB Worcester, WEAN Providence, WICC Bridgeport. Spots also are scheduled on WCHS Portland and WMAS Springfield.

WIEBOLDT STORES Inc., Chicago, on Nov. 3 will begin sponsorship of *The Cinnamon Bear*, quarter hour serial based on the adventures of toyland characters, on WGN Chicago, Mon. thru Fri. Contract for five weeks was placed by Needham, Louis & Brorby, Chicago.

COMMERCIAL ALCOHOLS, Montreal (anti-freeze), has started musical program five-times weekly on CJBC Toronto. Account was placed by McConnell, Eastman Co., Montreal.

CARTER COAL CO., Washington, D. C., has resumed *The Hermit's Cave* weekly on CFRB Toronto. Account was placed by Ralph H. Jones Co., Cincinnati.

CALIFORNIA APPAREL CREATORS and Associated Apparel Manufacturers, Los Angeles (market development of women's wear), has appointed Foote, Cone & Belding, Los Angeles, to handle advertising.

Pvt. W. R. Curtis

PVT. WALTER R. CURTIS, 23, was killed by a hit-and-run motorist Oct. 5 at Bai d'Urfe, Que., while on leave from his post at Ste. Anne de Bellevue Military Hospital in the administrative section, Royal Canadian Army Medical Corps. He was well-known on the Canadian Broadcasting Corp., French-language network for his work in daily serials prior to his enlistment in June 1941. He is survived by his widow and one child.

New Soap Drama

MANHATTAN SOAP CO., New York, in the Monday through Friday 5-5:30 p.m. period purchased on CBS for Sweetheart Soap, will present the Strange Romance of Evelyn Winters. A daytime serial produced by Hummert Radio Features, New York, it will be heard on 28 CBS stations, beginning Nov. 20. Agency is Duane Jones Co., New York.

WBOC
ONE OF AMERICA'S *FINER* RADIO STATIONS
RADIO PARK • SALISBURY, MD.
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

The Most Overworked Words in Advertising:

■ There are a lot of dodo words in the dictionary.

And plenty of them are in general use today.

They have found their way into the advertising business — not into advertising copy, so much as into the daily patter by which advertising space and time are bought and sold.

Coverage. Audience. Saturation. Listenership. Readership. Leadership. They have been used so much — to denote so many variations and degrees within their original meanings — that they, like so many of the telephone surveys, have come to mean almost nothing at all.

There are dozens of them. Scores of them. And the greatest of these is — Influence.

▪ ▪ ▪ ▪

Influence isn't something you either have or have not.

Almost everybody has at least a little influence. Some organizations have a very big share of it.

And some advertising media possess it so profoundly, so — well, so *completely* — that the mere word Influence falls far short of adequate description. Even the Greeks had no word for it.

▪ ▪ ▪ ▪

In the publication field, certain great newspapers have *influence and more than influence.*

So do certain great national weeklies; so do some of the great national networks.

In every media classification, the leader springs into mind automatically — usually because that one medium, above all others like it, has *influence and more than influence.*

It's a handy thing to have around the house. Especially if you are running a group of radio stations.

But here is one basic thing about Influence that many never learn: No advertising medium, in any classification, ever attained *influence and more than influence* just by talking about it. And that includes us.

Influence, like leadership, consists not of claims but of *acts.* And that, we believe, is where we come in.

The stations we operate cover Syracuse, Troy-Albany-Schenectady, Keene (New Hampshire and Vermont), and now New Haven.

And in all of these markets, advertiser after advertiser has found that in building himself a franchise, the influence we wield goes far deeper than the mere word *influence* implies.

There are cases on record — and plenty of them — where an advertiser has "tried everything" in one of our markets, and got nowhere fast until he went on the air over our station.

There are other cases on record — and plenty of them — where civic or national or war projects have gone over the hump only after calling us in.

There are still other cases — and plenty of these, as well — where a local advertiser, using our stations alone, has defeated the best efforts of top-flight national-advertiser competition to dislodge him from the franchise he built — through us.

These cases on record are acid tests of sound radio station management — worth more to any advertiser than passing program fancies; or surveys which, upon analysis, prove nothing in terms of actual sales.

Claims, you say? Perhaps. But we had to *perform* these acts, before we could talk about them in print.

They stand as evidences of the *influence and more than influence* offered to you by WSYR, WTRY, WKNE, WELI.

Time on the air is what we sell. But what you buy is *influence and more than influence* . . . worth every dollar you put into it.

▪ ▪ ▪ ▪

WSYR Syracuse, **WTRY** Troy-Albany-Schenectady, **WKNE** Keene, N. H., **WELI** New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX St. Louis

Lever Bros., Cambridge, Mass., 6 *ne* weekly, thru Ruthrauff & Ryan, N. Y.
Ward Baking Co., New York, 2 *ne* weekly, thru J. Walter Thompson Co., N. Y.
Phillips Petroleum Corp., Bartlesville, Okla., 3 *ne* weekly, thru Lambert & Feasley, N. Y.
Miami Margarine Co., Cincinnati (Nu-Maid Margarine), 8 *sa* weekly, thru Ralph H. Jones Co., Cincinnati.
American Chicle Co., Long Island City, 10 *sa* weekly, thru Badger, Browning & Hersey, N. Y
General Electric Co, Cleveland (lamps), 3 *sa* weekly, thru BBDO, N. Y.
Campbell Soup Co, Camden, 5 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Johnson & Johnson Co., New Brunswick, 5 *sa* weekly, thru Young & Rubicam, N. Y.
Plough Inc., Memphis, 26 *sa* weekly, thru Lake, Spiro, Shurman, Memphis.
Rit Products Co., Chicago (dyes), 16 *sa* weekly, thru Earle Ludgin & Co., Chicago.
Swift & Co., Chicago (Sunbrite cleanser), *sa*, thru Nedham, Louis & Brorby, Chicago.

KFRC San Francisco

Thornlee & Co., Los Angeles (Stopacold), 3 *ne* weekly, 13 weeks, thru Dick Webster Agency, Los Angeles.
Langendorf United Bakeries, San Francisco (bread), 5 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Mother's Cake & Cookie Co., Oakland (bakery goods), 5 *ne* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Lamont Corliss & Co., New York (Pond's creams), 6 *ta* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Poultry Products of California, San Francisco (poultry), *sa* weekly, thru Long Adv. Service, San Francisco.

KMPC Hollywood

Bendix Home Appliances, Chicago (home laundry), 2 *sa* daily, thru Ruthrauff & Ryan, Chicago.
Arvey Corp., Chicago (glass substitute), 3 *t* weekly, thru First United Broadcasters, Chicago.
Garret & Co., Brooklyn (Virginia Dare wines), 15 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WCED DuBois, Pa.

Sterling Drug Co., Chicago (Dr. W. B. Caldwell cough syrup), 5 *ta* weekly, 26 weeks, thru Sherman & Marquette, Chicago.
Bell Telephone Co., Philadelphia (long distance calls), 3 *ta* weekly, 26 weeks, thru Gray & Rogers, Philadelphia.
Fort Pitt Brewery, Pittsburgh, 6 *ne* weekly, 52 weeks, thru BBDO, Pittsburgh.
Duquesne Brewing Co., Pittsburgh, 6 *ne* weekly, 52 weeks, thru Walker & Downing, Pittsburgh.
Pepsi Cola Bottling Co., New York, 10 *ta* weekly, thru Newell-Emmett Co., N. Y.
Russell-Miller Milling Co., Minneapolis (flour), 3 *ne* weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.
Atlantic Refining Co., New York, *t* weekly, thru N. W. Ayer & Son, Philadelphia.

WHO Des Moines

Rit Products Corp., Chicago (dyes), 5 *ta* weekly, thru Earle Ludgin & Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder & oil), 5 *ta* weekly, thru Young & Rubicam, N. Y.
Stanco Inc., New York (Mistol), 3 *ta* weekly, 13 weeks, 52 weeks, thru McCann-Erickson, N. Y.
E. Fougera & Co., N. Y. (Don Juan lipstick), *ta* weekly, 52 weeks thru J. M. Korn & Co., Philadelphia.
J. W. Mortell Co., Kankahee, Ill. (Mortite Tape), 5 *sa* weekly, 13 weeks, thru Weston-Burnett, Chicago.
Gospel Broadcasting, Los Angeles (religious), *t* weekly, 52 weeks, thru R. H. Alber & Co., Los Angeles.
Mantle Lamp Co., Chicago (Alladin lamps), *t* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Cownie Fur Co., Des Moines, *sp* weekly, 52 weeks, thru Blakemore Co., Des Moines.
Pinex Co., Fort Wayne (cough syrup), 7 *ta* weekly, thru Russel M. Seeds Co., Chicago.

KYW Philadelphia

Richman Brothers, Cleveland (men's clothing) 2 *ne* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 3 *sa* weekly, thru Biow Adv., N.Y.
Lever Bros., Cambridge, Mass. (Lipton's Soup Mix), 3 *ta* weekly, 13 weeks, 12 *sa* weekly, thru Young & Rubicam, N. Y.
Quaker Oats Co., Chicago, 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
P. Duff & Sons, Pittsburgh (Duff mixes), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh.
Cocilana, Brooklyn (cough nips), 2 *ta* weekly, thru Al Paul Lefton, N. Y.

KMTR Hollywood

Readers' Scope Magazine, New York (magazine), 6 *sa* weekly, 13 weeks, thru H. C. Morris & Co., N. Y.
Sparkletts Drinking Water Corp., Los Angeles (bottled water), *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Quaker Oats Co., Chicago (Quaker Oats), 6 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Pierce's Proprietaries, New York (proprietary), 6 *sa* weekly, 35 weeks, thru Duane Jones Co., N. Y.
Bohemian Distributing Co., Los Angeles (Acme beer), *sp* weekly, thru Brisacher, Van Norden & Staff, Los Angeles.
Seventeen Magazine, New York (magazine), 12 *sa* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.
Northrop Aircraft Corp., Los Angeles (employment), 58 *sa*, thru J. Walter Thompson Co., Los Angeles.
Pond's Extract Co., New York (cosmetics), 36 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Bendix Home Appliances, New York (home appliances), 6 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

KFI Los Angeles

Chris Hansen's Labs, Little Falls, New York (junket), 2 *sp* weekly, 26 weeks, thru Mitchell-Faust Adv., Chicago.
Rockwood Co., Brooklyn, New York (chocolate bits), 2 *sp* weekly, 13 weeks, thru Federal Adv., N. Y.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, 52 weeks, thru J. M. Mathes Inc., N. Y.
A. S. Boyle Products, Los Angeles (Aspertane), 4 *sa* weekly, 52 weeks, thru Davis & Beaven Adv., Los Angeles.
Paramount Pictures, New York, weekly *sa*, 52 weeks, thru Buchanan & Co., N. Y.
Beech-Nut Packing Co., Canajorharie, New York (gum), *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
American Chicle Co., Long Island City, New York (gum), 42 *sa*, weekly, 13 weeks, thru Grant Adv., N. Y.
Golden State Co., San Francisco (milk, milk products), 47 *sp*, 13 weeks, thru BBDO, N. Y.

WBBM Chicago

Johnson & Johnson, New Brunswick, N. J. (Baby Powder), 5 *ta* weekly, thru Young & Rubicam, N. Y.
Metro-Goldwyn-Mayer, New York, 10 *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Procter & Gamble, Cincinnati (Duz), *sa* weekly, thru Compton Adv. Agency, N. Y.

SUPERVISORS NAMED FOR CBC SHORTWAVE

WITH TESTING of the new Canadian Broadcasting Corp. shortwave transmitters at Sackville, N. B., to start before the end of November, Dr. A. Frigon, CBC general manager, has appointed Peter Aylen, Ottawa, as supervisor of international shortwave services, Maj. Rene Garneau as supervisor of service to France, Gordon Skilling as supervisor of service to the rest of the European continent.

Aylen has been with the CBC and its predecessor for 12 years and has just returned from Britain where he made arrangements for the shortwave broadcasts.

Maj. Garneau was loaned by the Canadian Army to the British Broadcasting Corp. for French service broadcasts but has been back in Canada for some time with the Wartime Information Board.

Skilling, a political science professor at the University of Wisconsin, is also a specialist in modern European history and a linguist. Prior to the war he broadcast in Czechoslovakia and joined the BBC in 1939.

The CBC shortwave station will first start its European broadcasts before year-end. Service to the West Indies, Mexico and New Zealand is expected to be started early in 1945, and other antenna arrays to Australia, Africa and South America are to be erected during the coming year. The stations will broadcast programs to Canadian troops overseas, as well as to civilians. Programs will be fed by landlines from CBC Montreal studios. The station is operated for the Canadian government with policies set by a joint committee of the Canadian Department of External Affairs, Wartime Information Board and CBC.

Cortada Advanced

JUDY CORTADA, trade news editor of the Blue Network since January 1942, formerly associated editor of *Advertising Age*, has been advanced to the promotion department to handle publicity material for Blue affiliates, reporting to Fred Smith, newly appointed director of promotion and advertising. Trade news will be handled temporarily by Ralph Gleason, of the Blue publicity staff.

CHARLES BEARD and Marc Galyean, both former WWNC Asheville, N. C. engineers before entering the service, have been promoted to first lieutenants in the Army.

From Congo

FIRST series of broadcasts from WTAG Worcester, were shortwaved a fortnight ago in the second *Worcester and the World* series [BROADCASTING, Oct. 2] designed to promote understanding in Central New England of United Nations peoples and countries. Belgian Congo program, which originated in Leopoldville, featured the mayor of Leopoldville, the U. S. Consul Genereal there, and the Governor General of the Congo.

what makes a . . .

EXCLUSIVE

FRISKIEST of four-legged youngsters, the Sheep is EXCLUSIVE because of its interest in music . . . and because of its intelligence. Providing man with his chief supply of wool and a large portion of his food, this "hollow-horned" ruminant is one of the most defenseless and inoffensive of all animals. The sense of locality inherent in the cat, dog and horse also characterizes the Sheep.

KEYSTONE of FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because its uninterrupted prewar and duration FM programming means FM market intelligence today . . . PRE-TESTED FM COVERAGE . . . for expanded FM use tomorrow. There's no "double feature" here . . . K-O-Z-Y means EXCLUSIVE FM PROGRAMMING FOR EXCLUSIVE FM LISTENING! Write Today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923 . . . . . .

WRC

REPRESENTED BY NBC SPOT SALES

Washington

AP and UP Request Press Allocations

Additional Frequencies Asked Of FCC for Relay Stations

TAKING A LESSON from radio's special events operations, the two major news associations, AP and UP, last week asked the FCC to allocate additional frequencies for press relay stations.

Appearing at the FCC allocation hearings, Harry R. Flory, communications director of UP, and Paul Miller, Washington bureau manager of AP, said future plans contemplate the use of walkie-talkies by reporters in metropolitan areas covering sports events and major news stories, as a means of expediting news coverage. Mr. Flory said the UP hopes to "obtain numerous walkie-talkie sets" after the war.

Relay Press Service

Mr. Miller asked that the present relay press frequencies be retained and that the Commission consider expanding that service. He explained how AP had used its two stations WSAA and WSAB to cover the Squalus disaster and golf tournaments.

J. H. Wofford, engineer in the Safety & Special Services Division, FCC Engineering Dept., said that relay press is a comparatively new service, rules having been adopted Dec. 1, 1938. UP operates one station, the Telegram Publishing Co., Salt Lake City, and AP two, Mr. Wofford said. Five frequencies are now available for press mobile stations and for portable equipment of less than 1 w power, with six others available for low power portable equipment with maximum power of 50 w.

AP and UP have not operated their respective stations since outbreak of the war.

NATIONAL Assn. of Manufacturers will hold its 49th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management". Topics on the agenda include discharged servicemen's reemployment and rehabilitation, postwar production, distribution and jobs, taxes, world reconstruction, wage and labor policies and foreign trade.

CLOSE HARMONY between star, sponsor and agency on the NBC *Dinah Shore's Open House*, was graphically illustrated by this tuneful foursome, after initial broadcast on Oct. 5. General Foods Corp. (Birdseye Frosted Foods Division), sponsors half-hour program. Vociferous quartet (l to r) are Walter Bunker, producer of Young & Rubicam, G-F agency; Donald Barr, vice-president of Birds Eye-Snider Inc.; Miss Shore; Charles Mortimer, G-F vice-president in charge of radio.

Legion of Merit Awarded To Col. Mitchell of RCA

LEGION OF MERIT was awarded Lt. Col. Thompson H. Mitchell, vice-president and general manager of RCA Communications, New York, for "conspicuous achievements" and contributions of "lasting benefit to the military service" during the period from July 1942 to July 1944 when he served as communications engineer and officer in charge of the Traffic Operational Engineering Section, Army Communications Service, Washington.

Presentation was made to Lt. Col. Mitchell, who was elected to his present post with RCA Aug. 4 after being assigned to inactive duty by the Army, by Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Communications Service, at a ceremony in the office of Lt. Gen. James G. Harbord, RCA board chairman.

Miss Swank Replaces

MISS SWANK, New York, manufacturer of ladies' lingerie and sponsor of *Relaxation with Music*, a quarter-hour musical program, Sundays, 9:45-10 p. m., on MBS, is reported to be replacing the show with a weekly half-hour musical variety program on the same network titled *Miss Swank Presents* and featuring Larry Brooks, singing Broadway star. Program will plug local stores who sell Miss Swank merchandise. Agency is Hirshon-Garfield, New York.

It's Your Move

. . and your best move for direct cut copies of your recordings is to

U. S. Recording Co.

✓ 24 HOUR DELIVERY

✓ AIR CHECK SERVICE "as others hear it"

✓ COMPLETE FACILITIES

For full air check service, remote pick-ups, service on all recording problems.

write for details to

U. S. RECORDING CO.

1121 Vermont Ave. Washington 5, D. C.

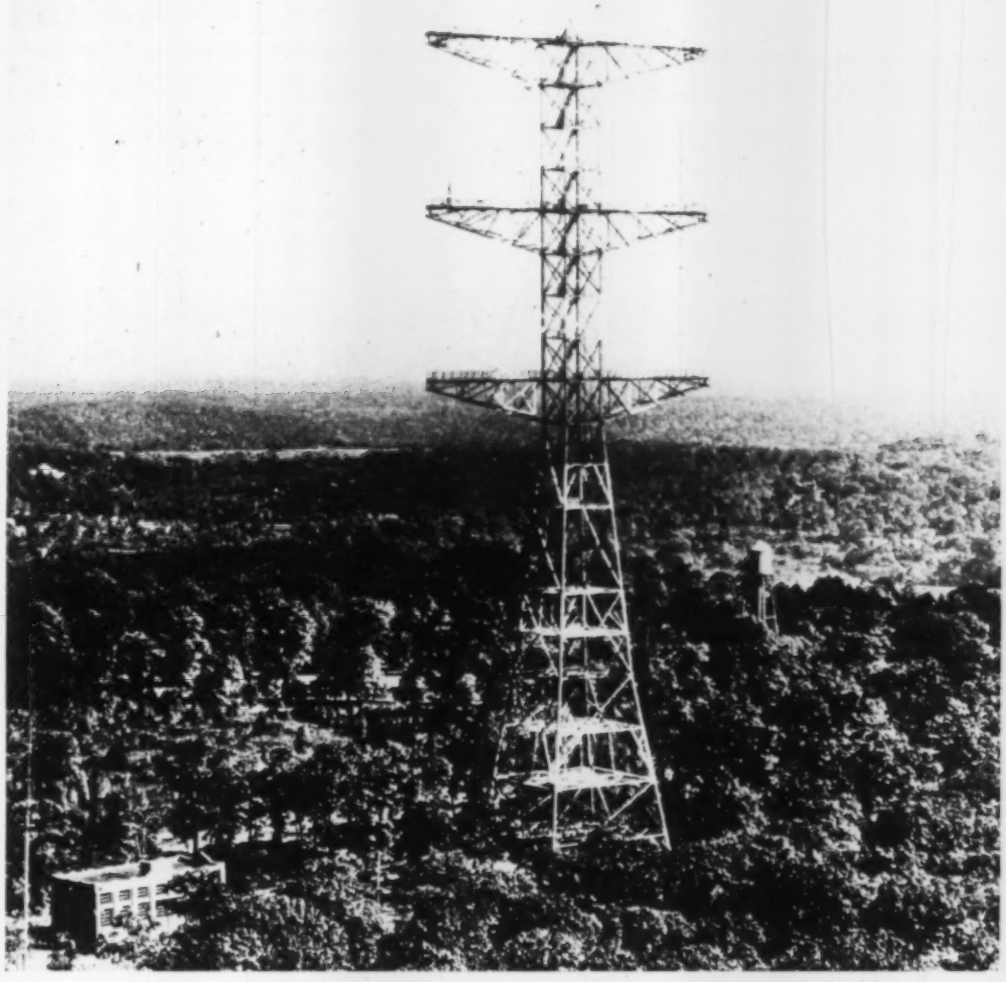
Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives



FM BROADCASTING STARTED HERE

THE first FM transmitter to be put in service was built for Major Armstrong by REL, and installed at his Alpine station W2XMN. It employed the Armstrong crystal-controlled phase shift modulation.

Since then, REL has been more active in the FM transmitter field than any other manufacturer. This was evident from the many exclusive features in the prewar REL line of deluxe equipments, ranging from 1 kilowatt up to 50 kilowatts output.

The postwar REL line will reflect a vast store of added experience since Pearl Harbor. As soon as reconversion permits, broadcasters will be able to obtain quick delivery from REL on the finest and most reliable FM equipment, suited to the particular needs of each installation.

This will be possible because REL plans to continue its specialization in the manufacture of FM broadcasting equipment.

PEACETIME LEADERSHIP

Before you make any decision on the purchase of a postwar transmitter, let us give you the facts and data on REL stations now in use.

REL

RADIO ENGINEERING LABS., Inc.
Long Island City 1 New York

Sales Offices:

N. B. NEELY—5334 Hollywood Blvd., Hollywood, California
M. N. DUFFY & CO.—20 0 Grand River Ave., W. Detroit, Michigan
REL EQUIPMENT SALES, INC.
612 N. Mich. Blvd., Chicago, Illinois

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Like a beauty contest the San Francisco Bay Area market reveals some nice, luscious figures. years' weight

has been added while general business activity is up 57% and population up 25%. And ⅔ of these newcomers say they'll remain here <u>after</u> the war. With plenty of $$$, they're good folks to sell now—and for the future—by using KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

Technical Radio Traced by Dunlap

100 Broadcasters' Biographies Included in Historical Book

THE TECHNICAL development of broadcasting is traced through the biographies of 100 men who have contributed to the science in a new book by Orrin E. Dunlap, Jr., RCA director of advertising and publicity.

The volume, published October 26 by Harper and Brothers, [$3.50] is entitled *Radio's 100 Men of Science*, and is the ninth book dealing with radio written by Mr. Dunlap. The biographical narratives of the pathfinders in electronics and television begin with Thales of Miletus. (640-548 B.C.), who beheld "Elektron sparks," and conclude with sketches about contemporary men in the field.

The author selects as the ten scientists who have contributed the most to the development of radio Michael Faraday, Joseph Henry, James Clerk Maxwell, Heinrich Rudolph Hertz, Guglielmo Marconi, Reginald A. Fessenden, John A. Fleming, Lee De Forest, Maj. Edwin H. Armstrong and Vladimir K. Zworykin.

Of the 100 men selected by Mr. Dunlap, 45 are contemporaries; 46 were born in the United States; 18 others, although born elsewhere, migrated to America.

The book first took form four years ago, when Mr. Dunlap was employed by the *New York Times*. Many of those of whom he writes he has met personally, and interviewed, and the volume's preface records the author's impressions of these scientists.

Canada FM Licenses

FIRST FM licenses granted to Canadian private stations have been issued by the Dept. of Transport, Ottawa, to CKRC Winnipeg for a mobile pickup unit and as an emergency link between studios and transmitter. Both licenses call for 50 w FM transmitters, the call letters for the mobile pickup unit being VD2D and that for the emergency link in case of land line failure to the transmitter being CK7H. It is expected that rebroadcasts from the FM mobile pickup unit will be improved by the elimination of man-made static.

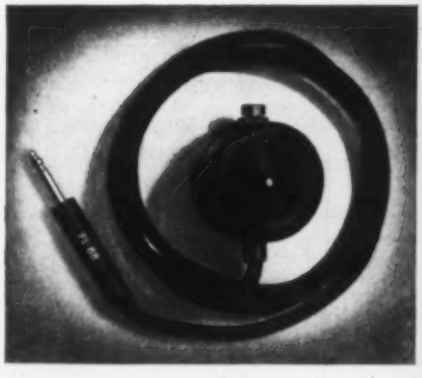
Ad Women Hear Perkins

RESPONSIBILITY for the generally poor quality of television programs was fixed on the shoulders of the advertisers who fail to use the medium and build it up to the standards of commercial radio programs, by Albert R. Perkins, addressing a luncheon meeting of the Advertising Women of New York. Mr. Perkins, film and radio director of *Look*, declared that "it lies squarely in the laps of advertisers to take hold of television and make something out of it."

NATIONAL Assn. of Manufacturers will hold its 49th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management". Topics on the agenda include discharged servicemen's reemployment and rehabilitation, postwar production, distribution and jobs, taxes, world reconstruction, wage and labor policies and foreign trade.

History of Communications. Number Ten of a Series

COMMUNICATION BY THE HELIOGRAPH



EXCELLENCE IN PRODUCTION

World War I saw the Heliograph play a prominent part in communications. The Heliograph, a device which flashes the rays of the sun in coded intervals, has been used since the days of Ancient Greece. Dependent upon the elements of nature for its power, its operation is prohibited by bad weather. Typical of means of communication other than Electronic Voice Communication, translation of its signal must be made by specially trained personnel.

After Victory is ours, civilian electronic voice communications will again be placed in the hands of the skilled Universal Engineers for still further advancements in microphones and recording components.

Model CU-2, illustrated at left, is a palm microphone with press-to-talk switch. One of the several military types available through your Radio Parts Jobber.

UNIVERSAL MICROPHONE COMPANY

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA · CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

IT TAKES a
BULL-DOZER
to make Molehills
out of Mountains

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

NAEB Officers

ELECTION of officers was recently held, in conjunction with the School Broadcast Conference, at the closed meeting of the National Assn. of Educational Broadcasters at the Morrison Hotel, Chicago, Oct. 22-23. Frank E. Schooley, WILL U. of Ill., who for the past year has served as executive secretary of the NAEB, was elected president; Allen Miller, KOAC Oregon Agricultural College, was reelected v-p; W. I. Griffith, WOI Iowa State College, reelected treasurer. Members elected to the Executive Committee are: R. J. Coleman, WKAR Michigan State College; M. S. Novik, WNYC New York; E. W. Ziebarth, WLB U. of Minn.; Jim Miles, WBAA Purdue; John W. Dunn, WNAD U. of Oklahoma; Carl Menzer (member-at-large), WSUI U. of Iowa.

Also present were: Waldo Abbott, U. of Michigan; H. J. Skornia, U. of Indiana; J. C. Christianson, U. of North Dakota; Wallace Garneau, Western State Teachers College; Jim Ebeland and Joe Wright, WILL U. of Ill.; Margaret Tyler, WOSU Ohio State U.

Vita Var Spots

VITA VAR Corp., Newark, in a campaign started the latter part of September for paint products, is using chain-breaks at varying frequencies for 26 weeks on WOR WJZ KDKA WRVA, with plans to expand the list. Agency is Ideas, New York.

QUESTION of jurisdiction over platter turning and plans for expansion of membership occupied major attention of the national council meeting in Cleveland last week of the National Assn. of Broadcast Engineers & Technicians. Seated (l to r): Vernon J. Duke, New York; Don Morey, Schenectady; Carl Brandt, Cleveland; C. A. Allen, secretary-treasurer, Washington; Robert Jenson, Hollywood; Allan T. Powley, president, Washington; George Riley, New York. Standing (l to r): B. F. Fredendall, vice-president, Chicago; Alex Doran, Detroit; R. C. Thompson, Denver; Mark Dunnigan, San Francisco; Harry Hiller, New York.

NABET Projects Nationwide Expansion At 11th National Meeting of Council

WITH THE UNINTENTIONAL assistance of James C. Petrillo, president of the American Federation of Musicians, the National Assn. of Broadcast Engineers and Technicians (NABET), at the 11th annual meeting of its national council in Cleveland last week, laid plans for expansion on a nationwide scale to challenge the leading technicians union in broadcasting.

Reporting on new member stations which have recently come into the NABET fold, Allan T. Powley, president of the union, told the council that since Mr. Petrillo projected his ambitious plan, in consort with Ed Brown, president of the International Brotherhood of Electrical Workers, to take over turntable operations at all network-owned stations and to "liquidate" NABET [BROADCASTING, May 8, 15, 22, 29, June 5], the union has added 14 additional stations to its membership, six of which have come from IBEW ranks.

Stations Signed

The new stations, Mr. Powley reported, include KQW San Jose, Cal.; WHAM WSAY WHEC WHFM (FM) all in Rochester, N. Y.; WWJ Detroit; WHK WCLE Cleveland; WGY WRGB (television) WGFM (FM), all in Schenectady, N. Y.; WDNC Durham.

WORCESTER lays the foundation for POST WAR DEVELOPMENT

The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee — production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market — a rich market tapped only from the INSIDE, by WTAG, a big station.

PAUL H. RAYMER CO. National Sales Representatives
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

N. C.; KODY North Platte, Neb.; WSJS Winston-Salem, N. C.

These stations bring to 22 the number of independents affiliated with NABET, in addition to all NBC and Blue owned and operated stations and the Hollywood studios of the two networks. They add 135 new members to the union, bringing total membership to nearly 700.

The diversion of IBEW member stations, Mr. Powley reported, is due to widespread dissatisfaction among IBEW members with its national leadership ever since a 'deal' was made with Mr. Petrillo to give turntable operation, now performed as an incidental function of the technicians, to the musicians union. The deal, made without the knowledge of the IBEW rank and file, caused indignation among the membership especially since their jobs were involved. When NABET, which would have been completely erased from the picture under parallel pacts between Mr. Petrillo and the networks, threatened a strike at NBC and Blue owned stations if the agreements were carried out, the National War Labor Board took jurisdiction and ordered the dispute held in status quo until the issues in question could be determined by the National Labor Relations Board.

Powley Reelected

Capitalizing on the dissatisfaction in the IBEW ranks, NABET decided on a vigorous drive to increase its membership. To carry out this objective, the council voted to amend its constitution to provide for a paid president, effective Jan. 1, 1945, the change to be ratified by a ballot vote of the entire membership. Plans were also discussed to establish regional offices to handle expansion and a committee was appointed to draft recommendations.

The council issued three new charters, adding Rochester, Raleigh and Omaha to the union. The addition of WCLE-WHK was the occasion for a dinner for the council in which the Cleveland chapter was host. (WCLE changed call letters last week to WHKK.)

Mr. Powley was re-elected president of the union. B. F. Fredendall was named vice-president and C. A. Allen, secretary-treasurer.

Meanwhile, NLRB announced that oral arguments on the platter-turner jurisdictional dispute will be heard Nov. 9 at 10:30 a.m. in the Board room, 815 Connecticut Ave., Washington. A formal decision in the case is expected by Nov. 15. Hearings were held in New York Sept. 28-29 before James Paradise, trial examiner [BROADCASTING, Oct. 2].

Drug Co. News Spots

BLOCK DRUG Co., Jersey City, early in November, starts a test campaign on 18 stations in six southern states for Gold Medal, a drug for kidney ailments, using early morning news programs and one minute spots. The same type of radio time is being used for Stera-Kleen, a dentifrice in a test on WLW WENR, with expansion of the schedule contemplated later.

NEVILLE MILLER, former president of NAB, serving as Senior Deputy Chief of UNRRA, Balkan Mission, has transferred to Rome after three months in Cairo.

"I'm working awhile longer, dear. WFDF Flint says you'll get your old job back!"

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

THE MISSISSIPPI MARKET—YOUR BEST BET

There's one market in the New South that should be a "must" on your list—the Mississippi Market! Despite the general leveling off of business in most sections, the Mississippi Market continues to climb.

In August, 1944, business in Mississippi showed a general increase of 14 per cent over the same month in 1943. *

The Jackson district (home of WJDX) recorded a 20 per cent increase.

Oil production hit its highest peak since discovery, reaching near the two-million-barrels per month mark.

These increases point to a greater, growing market—one for your "must list."

WJDX continues to dominate Mississippi's increasing Able-to-Buy Market—WJDX will put your message across.

* Mississippi Business Review

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

When present Electronic Developments become an "Open Book"...

We all agree that recent developments in electronics must remain closely guarded military secrets. But when the story can be told it will surprise many what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company
2031 Farmers Bank Bldg., Pittsburgh, Pa.

Distributors
Graybar ELECTRIC COMPANY

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

Winx

is truly

Washington's

"Home"

Station

With its symphony hours ... news on the hour... public service features... traffic court broadcast and educational broadcasts, etc.

WINX has a constant desire to give its listeners the type of programs they prefer.

It's this type of station... that's important to its listeners... and provides the proper medium for your product.

The Best Test Market at
MINIMUM COST

WINX

The Washington Post Station

Washington 1, D. C.

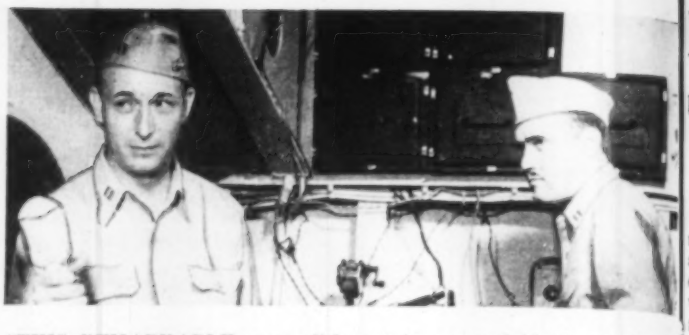
Represented Nationally by
FORJOE & COMPANY

PROGRAM STUDIES CONDUCTED BY BLUE

EXECUTIVES of the Blue Network met Oct. 26 at the Drake Hotel, Chicago, with the network's advisory committee's regularly scheduled quarterly meeting the day before. Members of the committee present were: Allen Campbell, WXYZ Detroit, chairman; William Riple, WTRY Troy, N. Y.; Harold Hough, KGKO Fort Worth-Dallas; Henry Johnston WSGN Birmingham; Frank Carman KUTA Salt Lake City; W. B. (Bud) Stuht KJR Seattle; and C. T. (Swannee) Hagman WTCN Minneapolis-St. Paul. Purpose of the meeting, according to Mr. Campbell, was to have a full report on the network's plan for building future programs. The Committee is particularly interested in better programming and the broadcasting of programs of wider public acceptance, as exemplified by the especially built presentation from the New York Herald Tribune Forum and other programs of like nature.

Blue executives attending the meeting were: Edward J. Noble, chairman of the board; Chester J. LaRoche, vice-chairman; Mark Woods, president; Edgar Kobak, retiring executive vice-president; Keith Kiggins, vice-president in charge of station; E. R. Borroff, vice-president in charge of the central division; and John H. Norton Jr., station relations manager.

Decision for a new site for the central division of the Blue Network was planned.



"THIS REMARKABLE accomplishment in a new field of radio broadcasting"—Naval combat recordings pictured here in one of the first tests—brought an official commendation last week from Rear Adm. A. S. Merrill, director of Navy public relations. Adm. Merrill cites Lt. Comdr. Charles E. Dillon (l) and Lt. Marvin F. Royston for their "outstanding service to the Navy and to the American people in helping to make possible the use of film recorders." Lt. Royston was also commended for his work supervising the technical radio operations for the Normandy invasion. This picture was taken shortly after the initial tests of the Recordgraph recorder [BROADCASTING, Feb. 14].

Opens N. Y. Office

WALKER & DOWNING, Pittsburgh, has appointed Victor Seydel, formerly of the Blue production staff, to the new post of eastern radio supervisor, with headquarters in New York. He will produce weekly programs for Mail Pouch Tobacco Co. (*David Harding, Counterspy*), Clark Candy Co. (*The Mary Small Show*) both on the Blue; Allegheny-Ludlum Steel Corp. (*Steel Horizons*) and Clark Teaberry and Tendermint Gum Co. (*Good Will Hour*), both on Mutual.

San-Nap-Pak Drive

SAN-NAP-PAK MFG. Co., New York, using radio only in what represents the most extensive use of the medium for its Lydia Grey Tissues, is conducting an institutional campaign on 25 eastern and midwestern stations, sponsoring programs and participations from two to five-times weekly. Spot radio was selected as the best exclusive medium for an institutional campaign on behalf of the Lydia Grey product, which is not available in sufficient quantities to warrant straight selling promotion. Drive started in mid-October and will run for 11 weeks on most stations. The list follows: WFBR WBAL WNAC WEEI WGN WLS WSAI WKRC WHK WWJ WXYZ WTIC WIRE WFBM WOR WNEW WFIL WCAU KDKA WCAE WJAS WJAR WEAN WTOP WRC. Agency is Biow Co., New York.

Expansion Planned

ACCORDING to a spokesman for Redfield-Johnstone Inc., New York, a spot campaign of news programs and announcements on over 40 stations for Allenru, a drug for rheumatism, has proved so successful that sales are as high as 400% over last year's figures. Plans call for expansion of radio advertising for this product, he stated.

MORE COMMERCIAL NETWORK TIME *than any other Dayton Station*

... and we've got the figures to PROVE *it.*

WHIO *IS*

THE DAYTON MARKET

5000 WATTS • BASIC CBS

G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

New Allocation Seen In Fortnight

Ultra - High Television Draws Opposition Of RCA-NBC

(Continued from page 11)

ment, RCA Victor Division, RCA, and Dr. C. B. Jolliffe, chief engineer of the RCA Victor Division, eight witnesses from the RCA-NBC organizations endorsed the RTPB recommendations [BROADCASTING, Oct. 16] and presented data tending to show that moving television to the higher spectrum now would only delay the art for some years.

Endorsing the RCA-NBC contentions also were Allen B. DuMont, president of Allen B. DuMont Labs. and head of Television Broadcasters Assn., and Norman D. Waters, past president of American Television Society, who spoke for their respective organizations.

On the other hand CBS witnesses, headed by Paul W. Kesten, executive vice-president, and director; William B. Lodge, general engineering supervisor, and Dr. Peter C. Goldmark, director of television engineering, and Comdr. Craven advocated immediate development of high-definition television in the spectrum above 400 mc.

Following an impassioned plea for television in the spectrum above 400 mc that other services such as aviation and FM might expand in the band below 300 mc, Comdr. Craven, who retired last June 30 from the Commission, offered the following interim solution, pending development of television in the upper spectrum:

FM, 80 channels, each 150 kc wide, 40-52 mc.
Facsimile, 80 channels, each 50 kc wide, 52-56 mc.
Amateurs, 56-60 mc.
Television, 6 mc channels, 60-108 mc, space to be reserved ultimately for FM and facsimile and for other radio services as indicated by expansion requirements.

Comdr. Craven would make this a five-year plan as "being fair to FM, to facsimile and to television."

Television witnesses heard last week included: Mr. Trammell, Mr. Joyce, Dr. Jolliffe, Dr. H. H. Beverage, associate research director, RCA Labs. and vice-president of RCA Communications; E. W. Engstrom, research director, RCA Labs.; Dr. George L. Beers, staff assistant to Dr. Jolliffe and coordinator of advanced development; O. B. Hanson, NBC vice-president and chief engineer; Philip Merryman, director of facilities development and research, NBC stations department.

Comdr. Craven, Mr. Waters, Mr. DuMont, Paul Raibourn, economist and director of television interests, Paramount Pictures; Dr. T. T. Goldsmith Jr., director of research, Du Mont Labs.; L. F. Cramer, executive vice-president, DuMont Labs.; U. A. Sanabria, president, American Television Labs., Chicago; Philip Pearl, public relations director, American Federation of Labor; William Duttera, Robert Shelby, F. J. Bingley, Panel 6, RTPB; J. E. Brown, assistant vice-president and chief engineer, Zenith Radio Corp.

'Greatest Medium', Says Trammell

Declaring that television "'promises to be our greatest medium of mass communication," President Trammell of NBC told the Commission that it has reached the stage "where an acceptable, efficient and reliable service can be rendered to the public—a stage where network operations can be initiated and an immediate postwar industry created."

He envisioned the new service as a postwar industry which would create jobs for many thousands of men and women, offering more employment than sound broadcasting did after the last World War. Mr. Trammell said NBC believes that allocations recommended by the RTPB, if approved by the FCC, would:

"First, make possible the immediate postwar establishment of a television service for the American people; second, provide for an expanded service of frequency modulation, and third, permit the necessary experimentation and development of the radio art in the higher frequencies.

"We advocate that the Commission reaffirm its authorization of commercial television broadcasting; and, in accordance with the recommendations of the RTPB, allocate to television a sufficient number of 6 mc channels, in that portion of the radio spectrum below 300 mc. This will permit sight-and-sound broadcasting to be established on a largely expanded scale

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Affiliated with The Cincinnati Post
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Reach the ACTIVE SALT LAKE MARKET

Utah has one of the highest per capita ratings as a radio listening market.

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No, Not This!

It's impossible to tie down a radio audience like WMMN's Famous Direct Response Gang with programs not to their liking and expect loyalty and the response that goes with it.

We know our people—they know us—and that's why we deliver so abundantly for our advertisers. Give us our "head" and watch us go!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

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FAIRMONT, W. VA.

as an immediate postwar industry."

Television should not be abandoned in the presently assigned commercial frequency band, said Mr. Trammell, because (1) a satisfactory and practical service of television with tried and tested standards can be operated on frequencies below 300 mc; (2) the period of time required to develop and to demonstrate the practicality of a television system in the frequencies above 300 mc cannot be determined at this time, and (3) the nation needs and expects television as an immediate postwar service and industry.

Urges UHF Channels

"We are in agreement with the industry engineers in the recommendation that the Commission allocate for experimental purposes additional channels above 300 mc, of greater width than 6 mc, in order that a system of color television and possible improvements in black-and-white television may be achieved," Mr. Trammell continued. "We are fully aware of the possibilities in these higher frequencies. Certainly a great field for exploration exists in this portion of the spectrum. No one can set a goal for the future of television which reality may not some day exceed."

President Trammell told the Commission that NBC proposes to resume "full-scale activity in improving present-day broadcasting services and developing new services", subject to FCC decisions. NBC is ready to make necessary capital investments, ready to "scrap the obsolete and construct the new", and to expand facilities and organization.

"We seek no delay, nor do we fear the business risks to be encountered in this rapidly changing industry," he asserted. Mr. Trammell expressed full confidence in television as a "highly effective" advertising medium.

"If television is to be encouraged to expand and develop as an industry without delay after the war, no fear complex should be planted in the public mind with regard to the use of television service," he said. "Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards."

Mr. Hanson, corroborating the stand of Mr. Trammell, said: "It is my confirmed opinion, after many years of association with the development of television broadcasting, that our present system of television has reached a stage of technical practicality and is ready to be launched as an expanding broadcasting service to the American public."

Take Issue With Weiss

He traced the history of television, asserting that the present system "did not spring up overnight" but required "several years of laboratory research and development and five years of continuous field testing", plus much effort on the part of engineers to determine the best standards upon which it could proceed.

Taking issue with Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, who testified that in his opinion television could not be successfully operated in a city of less than half a million [BROADCASTING, Oct. 16], Mr. Hanson asserted that television is "too great a medium to be confined to the limits of a single metropolitan area". NBC visualizes a network extending "the vision of the radio audience to cities throughout the United States, bringing into the home from distant points, events of national importance".

The backbone of the proposed network will be coaxial cables, now being installed by the AT&T, he said, while relays will be used in conjunction with cables.

Mr. Joyce, who testified Wednesday, said: "I don't think anybody can predict the economic level of television. It may be profitable in

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RADIO YOUTH Inc. has been organized under KDKA sponsorship by Pittsburgh youngsters interested in radio as a future vocation. They were chosen for their aptitude and talent through auditions at KDKA studios.

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Booming Wichita doesn't hide its skeletons . . . it's these thousands and thousands of skeletal fames moving down the production lines that make Wichita the first city in the United States in factory wage-earner employment gains! Its these wage-earners who help make booming Wichita first in the great Southwest in sound, solid sales gains too . . . Yes, Wichita has important money to spend, with its permanently placed aircraft industries and a steady backlog of agriculture and oil.

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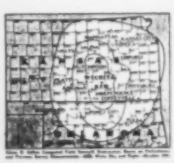

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CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

KROD

FOUR LETTERS that spell "RADIO AUDIENCE" *in the* El Paso Southwest

The CBS Station in El Paso, Tex.

Dorrance Roderick, Owner Val Lawrence, Mgr.

HOWARD H. WILSON CO., National Reps.

owns of 10,000." He pointed out that millions of dollars are spent annually by merchants in window displays and that television will make it possible to bring reproduction of those displays into the home. He said RCA plans a $200 receiver for both AM and video, the price exclusive of antenna which, in prewar days, cost from $15-$25 installed.

Speaking for the AFL, Mr. Pearl called upon the Commission to "end all technical uncertainties which are impeding the industry by announcing its final approval of frequency allocations and system standards at a date well in advance of the termination of the war."

"The American Federation of Labor feels strongly that a green light should be given to the radio and related industries to proceed immediately with commercial television broadcasting as soon as the war ends," he said. The AFL is interested in new electronics industries as consumers and because "labor sees in television and related industries an important pool of employment opportunities for workers and servicemen at the end of the war.

"We urge the FCC to render an early decision upon all the technical problems which, if unresolved, might retard postwar recovery in America," said Mr. Pearl.

UHF Video in 18 Months

Comdr. Craven, urging wider bands then those under prewar standards (6 mc), told the FCC that the 18 channels assigned to television are 'entirely too few". He called for 30 or 40 channels. Advocating hgher spectrum television, the former Commissioner said the Cowles firm hesitated to invest capital in a system of television "which is already rapidly becoming obsolete", adding:

"We believe that the expenditure of a large sum of money, at this time, for the modern television will bring better results faster than dividing the same amount of money between the prewar television and the new television."

He expressed the belief that a station utilizing frequencies between 400-1,000 mc can be established in a city within 18 months after the Government gives industry the go-ahead. He told the Commission that the Cowles Co. would purchase a transmitter to operate on 750 mc with 525 lines for color and 735 lines for black-and- white [BROADCASTING, Oct. 16], and read into the record a letter from Westinghouse Mfg. Co., promising delivery of such a transmitter 12 months after receipt of the order "on or about V-E Day". Zenith Radio Corp. will produce receivers, he added.

Problems confronting television, Comdr. Craven listed as the number of channels available, the number of stations per channel and the total number of stations possible, and receivers, asserting that unless the "proper allocation of radio space to television is made by the Commission, all three of these points add up to a severe restraint upon the competition which will exist in the television field."

Refuting testimony of the RCA-NBC witnesses that it would take a minimum of five years to reach the point where standards could be adopted in higher-frequency video, Comdr. Craven declared: "In our opinion, standards could be developed within a year and, after the industry has had a chance to comment on them, should be adopted by the Commission."

Mr. Brown, recalled to the stand following his earlier testimony a fortnight before, told the Commission that Zenith, in developing a receiver for CBS, has finished research on an intermediate frequency amplifier and a video amplifier and that some parts would be shipped within 10 days. He said development of a new receiver required about six months for all phases, and estimated that in another six months it would be in production. Part of the development time already has passed on the higher-frequency receivers, he added.

Dr. Jolliffe, first of the RCA-NBC witnesses and the first witness when television was resumed Tuesday afternoon, urged that the FCC (1) reaffirm its authorization for commercial television on standards recommended by the RTPB on an adequate number of frequencies to be selected below 300 mc, without limitations, and (2) that the FCC authorize the experimental use of a band above 4550 mc "which can be used now for the experimental development of a new television system including color" and that the basis on which this additional service is introduced be "determined at a later time when the system has been developed and is ready to serve the public".

Dr. Jolliffe said RCA engineers had participated in many military developments and that they were familiar with as many wartime advances as those of other organizations. CBS witnesses had previously testified that some of the higher-frequency television developments were classified.

Speaking for all RCA engineers

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A FORT INDUSTRY STATION
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"Its a WIZE advertizer who uses the Springfield, Ohio Market."
An inquiry Will prove it.
WIZE Springfield Ohio...
WEED & CO. National Representatives

WHAT'S HOLDING YOU BACK IN BARRIER(Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market—without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

LOUISVILLE'S
WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Dr. Jolliffe said: "We believe that the conclusions and recommendations of Panel 6, RTPB, are sound. RCA engineers support these recommendations whole-heartedly." He added that his organization believed that "when war developments are released, these recommendations will be found to be fully justified and based on good engineering judgment."

Prior to the war RCA had developed transmitters capable of operating on frequencies between 40-108 mc with a power up to 5 kw peak, said Dr. Jolliffe. Now RCA is certain it can design transmitters that will generate power of 50 kw up to 108 mc and 5 kw up to 300 mc. "We expect to be able to generate substantially higher power between 108 and 300 mc," he said. "Transmitters to operate on any frequency assigned to television between 40 and 300 mc using standards now specified by the FCC can and will be made available for sale by RCA."

Dr. Jolliffe said RCA has developed a projection receiver which reproduces a picture 18 by 24 inches "with adequate brightness to be viewed in a fairly well lighted room". The cathode ray tube has produced better flourescent materials and better manufacturing methods, "and has taught us how to produce better television tubes for less money", he added.

Studio equipment will be better, outside pickup equipment lighter in weight, more compact and of higher sensitivity than before the war, Dr. Jolliffe continued. Pickup cameras will be more sensitive and require less light.

Shifting television to frequencies above 450 mc would be the "beginning of the development of a new and untried system of television," said Dr. Jolliffe. "The quality of service which can be given presently on a 6 mc channel below 300 mc is very satisfactory and can be substantially improved as we gain experience. . . . The development of a new television system to operate with new standards on new frequencies will take time."

Dr. Jolliffe said the "mere existence of tubes which can be used to generate power at the higher frequencies does not assure that a television system can be brought into existence in a few months or even a few years." He went over the steps necessary in the development of television.

"It is hard to estimate the time it will require to develop a completely new system of television," he continued. "Several of our engineers have attempted to make such an estimate and they range anywhere from 5 to 10 years. I do not believe it would be possible, even assuming that the war was completely over and that all companies concerned were able to put full time to the extent of their ability into this development, that a final answer could be arrived at in less than five years." After that is accomplished, equipment must be designed, he said, and produced for sale to the public.

"During that five or more years an available and excellent television service can be given to the American public," Dr. Jolliffe asserted . . . if the FCC will reaffirm the standards and allocate an adequate number of channels this television service can be expanded and improved greatly. Manufacturers will build receivers for sale in quantity at reasonable prices which will give an excellent entertainment service with which the public will be satisfied.

"This development will not slow up or hinder the development of a new and improved television service for higher frequencies; in my opinion it will stimualte it."

Joyce Urges FCC Action

Mr. Joyce told the FCC that television under present standards is "ready for the public" and that RCA is prepared to offer "greatly improved postwar television home receivers" ranging in price from $150 for a table model to $395 for a large projection model incorporating standard and FM reception. To produce transmitters and receivers, RCA must invest in excess of 10 million dollars in developing postwar television.

"However," he said, "neither RCA nor any other company can be expected to go ahead and make the millions of dollars of capital investment required unless RCA can be assured that the standards and frequency assignments for television are fixed, and are such as to assure the rapid development of the great art."

Interference Described

Dr. Beverage, testifying on long distance propagation of very high frequencies, expressed the opinion that F2 layer reflections will not produce appreciable interference above 45 mc. He said he knew of no cases where bursts and Sporadic E have created interference on television pictures, recognizable as being due to long distance transmission. When higher power is used in television, however, interference may take place, he pointed out.

Mr. Engstrom, speaking on multipath and shadow interference, said it had been RCA's experience that "shadow effects become more serious with increasing carrier frequency and that, for the higher fre-

NAZIS PLAGIARIZE

Butcher Finds U. S. Show Title Used by Germans

YOU CAN add plagiarism to the crimes perpetrated by the Germans by evidence received from Capt. Harry Butcher, Naval Aide to Gen. Eisenhower. Capt. Butcher recently was ferreting around a German-abandoned propaganda broadcasting station in Paris when he came upon a program schedule. Top selection on the Nazi listing was a production entitled, *Paris Moondial.*

Fourteen years ago when Capt. Butcher was plain Harry Butcher and manager of CBS-owned WJSV (now WTOP) Washington, he instituted two programs of note on the outlet: *The Sundial,* a morning feature with Arthur Godfrey, and *The Moondial,* broadcast in the evening by Arch McDonald.

The Washington *Moondial* shines on, although the German version has been cancelled for lack of a sponsor, according to Earl Gammons, Washington director for CBS and successor to Capt. Butcher, to whom the former network executive communicated his discovery.

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WOWO
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Indiana's most powerful station
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quencies, they are definitely sharper, with less tendency to heal or fill-in lack of the obstruction". He added that shadow phenomena might well limit broadcast-type field tests on frequencies "higher than any frequency tried to date".

To minimize shadow interference, Mr. Engstrom recommended consideration be given to transmitter location, use of booster stations or adding directivity to receiving antenna.

Multipath phenomena "undoubtedly constitute one of the most serious problems confronting television," said Mr. Engstrom. RCA engineers have had considerable experience with multipath at 50 mc but "the experience becomes less extensive as we go up in frequency," he added.

"We have had some experience at frequencies as high as 400 mc and there is indication that multipath exists at all frequencies considered for television broadcasting, and that it becomes gradually worse with increasing carrier frequency," he asserted. Based on tests just released by RCA, Mr. Engstrom made the following predictions for television broadcasting at 400 mc:

Multipath Problem

"Multipath transmission effects in television pictures will be experienced in the radio frequency spectrum around 400 mc. The magnitude of these effects may be somewhat greater at 400 mc than at 51.25 mc, although the tests have not been sufficiently quantitative to draw any real comparison."

Mr. Engstrom said RCA had had no television experience in the frequency range above 400 mc which could add information to the multipath problem. He predicted, however, that it would grow with increasing frequency, adding that in color multipath effects can produce faulty hues in addition to "misplaced additional images".

Solely from the multipath point of view one should use as low a frequency as possible, he said, recommending channels as "near 45 mc as possible". Mr. Engstrom listed the various interference types in the order of their importance, in his opinion, as follows: shadow, multipath, radio noise, Sporadic E, bursts, F2 layer reflections.

Needs for forestry services were outlined Oct. 21 by Kinne F. Williams, superintendent of Forest Fire Control, New York State Conservation Dept., chairman of Committee 3, RTPB Panel 13; William F. Koch, chief radio engineer, California State Division of Forestry; Roy L. Atkinson, administrative assistant, Fire Control Radio, Florida Forest & Park Service; William F. Sanders, radio technician, Oregon Board of Forestry, and R. A. Thompson, chief communications office, Michigan Conseravtion Dept. Mr. Williams told the Commission that Committee 3 proposes to work out a plan for assignment of frequencies to the entire forestry conservation service.

Under special emergency services, L. E. Kearney, chief of Emergency & Special Radio Service Section, Safety & Special Services Division, FCC Engineering Dept., testified that as of Sept. 18 there were outstanding authorizations in the special emergency classification for 249 land stations and 1,063 portable and portable-mobile stations, held by 123 licensees.

Asks 79 Channels

R. V. Dondanville, engineer in the electronics and communications section, Commonwealth Edison Co., Chicago, appearing as chairman of Committee 4, RTPB Panel 13, who said his group, which includes electric, gas, water and steam utilities, constitutes the largest single user of special emergency radio, requested 79 channels, 31 below 100 mc and 48 above. He objected to sharing the channels with other than power utilities services and recommended that a Commission rule restricting operation of all emergency stations to the period of a given emergency, be amended to permit use of radio during operations designed to prevent such emergencies.

Under cross-examination by Commissioners Case and Walker and Jeremiah Courtney, assistant chief of the Litigation Section, FCC Law Dept., Mr. Dondanville said the utilities now use 857 transmitters of various types but contemplate using 3,477 in a five-year expansion.

G. H. Underhill, assistant to the chief engineer, Central Hudson Gas & Elec. Corp., Poughkeepsie, N. Y., member of Committee 4, Panel 13, recommended that the FCC allocate 51 channels to meet the contemplated postwar expansion of electric utilities emergency radio services. His contentions were supported by Philip H. Chase, representing the Edison Electric Institute and the Assn. of Edison Illuminating Cos. In addition he asked that the Commission consider removing the

Army Appointments

TWO NEW appointments in radio posts with the War Dept. were announced last week, with Capt. A. T. (Ted) Steele assigned to the Radio Branch, Bureau of Public Relations, and Capt. Edmund B. Abbott replacing him as radio officer with the Air Forces Group. Capt. Steele is taking the post just vacated by Maj. Lester Lindow, former manager of WFBM Indianapolis, now on an assignment in the European Theatre. Commissioned in 1942, Capt. Steele was formerly account executive with Benton & Bowles. Capt. Abbott, now AAF radio officer, was formerly with WCCO Minneapolis, and senior producer with WBBM Chicago. He also was with CBS assisting in reorganization of KSL Salt Lake City. He was commissioned in April 1943.

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LEWIS will keep Mutual's wires hot all day Tuesday, November 7th with vote by vote, district by district returns on the Presidential elections. This will be another of Lewis's on-the-spot news reports . . . one of the reasons why Lewis is heard on over 210 stations with over 130 sponsors.

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status of the Edison operations from special emergency subdivision to a new section under the general emergency classification.

Warren T. Bulla, superintendent of Communication & Dispatching, Natural Gas Pipeline Co. of America, also a member of Committee 4, Panel 13, requested 37 channels for the natural gas industry.

For water services C. F. Meyerhern, New York consulting engineer and member of Committee 4, Panel 13, asked the Commission to allocate 19 channels ranging from 2-300 mc. He estimated needs in the next five years at 1,000-1,200 transmitters under present regulations. Should the regulations be relaxed the needs will increase to 2,200-2,300. He said 51% of cities with more than 50,000 population use radio and 30% of those under 50,000 use radio communications. In many instances he added, water departments use police radio to transmit emergency messages.

Highway Channels

Urging the FCC to allocate sufficient channels for highway communications were Leo J. Vachow, radio engineer of the Michigan State Highway Dept. and member of a subcommittee on waterways, Committee 6, Panel 13; Vernon D. Chipman, chief radio operator, Chautauqua County (New York) Dept. of Highways, and R. A. Kridler, communications supervisor, Southern California Highway Patrol, who also testified in behalf of police services earlier in the week [BROADCASTING, Oct. 23].

K. R. Hoover, chairman of Committee 5, Panel 13, and A. W. Baker, vice-chairman, outlined the needs of transit companies for radio communication in dispatching buses and for emergencies such as wrecks, storms and floods.

George M. Brown, chairman of Committee 8, Panel 13, and technical advisor to Committee 5, asked the FCC to allocate sufficient channels for the transit industry in the 30-40 mc band, with additional channels, if needed, in the 100-150 mc band.

Other Utility Needs

Group 3 was concluded last Tuesday and television resumed in the afternoon. Opening the morning session Austin Bailey, vice-chairman of Committee 8, RTPB Panel 13, requested four frequencies for common carrier emergency communications services. He asked for one 8 kc band centering on 2190 kc and another 8 kc band on 2726 kc for telephone circuits, a 2 kc band on 3190 kc and another 2 kc band at 7305 kc for telegraph.

F. M. Ryan, appearing for the Bell System Cos., asked for additional channels for transmitting essential calls for aid, dispatching construction crews and supplementing initial emergency facilities to give temporarily adequate service in the affected area pending full restoration of normal facilities.

Under provisional services there were discrepancies in recommendations of RTPB representatives and Chairman Fly told the witnesses (representing the petroleum industry) to "get together" adding, "I don't think we can take the time to solve these differences of the oil industry." Horace Lohnes, Washington counsel for the American Petroleum Institute, was granted permission to file new evidence following conferences between the various groups affected.

AWAITING THEIR TURNS to support television in the present band at the FCC allocation hearings in Washington last week were these RCA-NBC executives, who paused on the National History Museum stairway to talk shop. Stair-sitters are (l to r): Dr. H. H. Beverage, associate director of research, RCA Labs. and vice-president of RCA Communications; E. W. Engstrom, director of research, RCA Labs.; Dr. C. B. Jolliffe, chief engineer, RCA-Victor Division, RCA, and chairman of RTPB Panel 2; O. B. Hanson (front), NBC vice-president and chief engineer; George Beers, coordinator, advanced development engineering, RCA. Dr. Jolliffe estimated it would be 5-10 years before television in the higher frequencies (as advocated by CBS) reaches the point where video in the lower band is today—"ready to begin commercial operation".

Witnesses included L. E. Kearney, chief of Emergency & Special Radio Service Section, Safety & Special Services Division, FCC Engineering Dept.; Robert E. Allen, American Petroleum Institute; A. H. Riney, RTPB and Western Radiotelegraph Co.; F. W. Littell, Petroleum Industry Electrical Assn.

Oil Field Exploration

Ralph J. Shilthuis, assistant director of production, Petroleum Administration for War, told of the need for discovering new oil fields and the part radio has played in such exploration since 1928. He urged the FCC to allocate sufficient frequencies for geophysical needs to help insure an adequate supply of oil. Other witnesses in behalf of geophysical service were Dr. W. M. Rust Jr., Society of Exploration Geophysicists, and Dr. B. B. Whetherby, president of Geophysical Research Corp.

John V. L. Hogan, appearing for the Research Council of the Academy of Motion Picture Arts & Sciences, recommended channels for walkie-talkie operations on picture locations, facsimile, point-to-point communications, ship-to-ship, ship-to-shore and remote control of models and miniatures, all in motion picture production.

Mr. Waters, testifying out of turn Wednesday afternoon, said the ATS was in "full accord" with the RTPB recommendations. Although stating he was not a technical man and the ATS was not interested in television from a technical aspect, Mr. Waters estimated it might require "not five years, but 10 or 15" to develop television in the higher spectrum.

"It would be a great disservice to withhold television," said the agency executive. "Let there be no sabotage of television; no stab in the back . . . Let us have faith in Chairman Fly." He listed as officers of ATS the following: Dan Halpin, RCA, president; Raymond Nelson, Charles M. Storm Co., vice-president; Kay Reynolds, secre-

Decorated by Cuba

TWO CBS shortwave executives were decorated by the Cuban Government last Wednesday with the Cuban Army Order of the Fourth of September. They are Edmund A. Chester, director of shortwave broadcasting, and Lawrence S. Haas, shortwave news director. Awards were given for "the part they played in upholding the standards of American journalism . . . in reporting Cuban revolutionary and subsequent events during the 1930's." Ceremonies were broadcast from CBS New York and shortwaved in Spanish to South America.

NBC AFFILIATED STATION

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WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

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tary; Don McClure, N.W. Ayer & Son, treasurer.

Dr. Beers said that if a transmitter stability of .005% can be achieved in the 500-1,000 mc band, as engineers now believe, "no serious trouble in terms of picture resolution deterioration will be encountered" on a 20 mc channel. A 200 kc television sound channel could not be used, however, he added; neither would frequency stability permit the use of a 6 mc channel at 1,000 mc.

Assuming a value of unity for both the equipment and operating costs of a 50 mc transmitter, Dr. Beers submitted the following comparison: 50 mc with 6 mc channel, 1.0 equipment cost, 1.0 operating cost; 300 mc with 6 mc channel, 1.2 equipment cost, 1.5 operating cost; 300 mc with 20 mc channel, 1.5 equipment cost, 1.7 operating cost; 500-1,000 with 20 mc channel, 1.8-2 equipment cost, 3 operating cost. A 50 mc prewar transmitter cost $19,000, he said.

Cost of Conversion

"The relative overall cost of receivers and antennas for monochrome television in the 300-1,000 mc frequency region employing 20 mc channels as contrasted with receivers operating on frequencies from 50-100 mc and a 6 mc channel is equally difficult, if not impossible, to evaluate," said Dr. Beers.

He estimated the minimum cost increase as 25% and maximum at 100%, but under cross-examination said that increase represented about 75% of the receiver's component parts. It would not be economically worthwhile to convert receivers designed for 6 mc channels in the 50-300 mc band to operate in the 300-1,000 mc band, he continued, but told the FCC that a receiver could be designed to operate on channels in both frequency regions "as soon as the necessary standards have been adopted".

Dr. Beers, responding to questions by George P. Adair, FCC chief engineer, said he felt that there would be a material increase in manufacturing FM sets for the 88-108 mc band, over those for the 42-56 mc band.

"Assuming a decision at an early date to change the FM band from 42-56 to 88-108 mc, how long would FM be delayed?" asked Mr. Adair. Dr. Beers explained changes would have to be made in all transmitters, now in operation. In terms of receivers, the head-end system must be completely redesigned. Asked for an opinion as to the best location of FM, he said: "I'll support Panel 5, but if the evidence develops no difficulty from Sporadic E and bursts at 88-108 mc, I might reconsider my opinion."

When Chairman Fly opened Thursday's session he said the Commission didn't want to "cut off any pertinent cross-examination or any statements for specific needs for specific frequencies" but cautioned witnesses against putting irrelevant testimony in the record.

Feasible In Small Towns

Recalled for cross-examination by W. A. Roberts, counsel for the TBA, Dr. Beers said receiver antennas present one of the most complicated problems facing television engineers. The effects of multipath, shadow and other interference influence the type of antenna required, although he added that from RCA's experience, multipath wasn't a too serious problem.

"Unless we can use a very simple antenna, perhaps self-contained in the receiver, we can't make progress with television as a service in the home," he said.

Mr. Merryman, who said he had conducted a survey of the economics of small station television broadcasting, told the Commission that television is "practical in a town of 25,000 with normal density of population in the surrounding rural area". Whether it is economically feasible in any city, regardless of population, depends, said Mr. Merryman, on its the effectiveness as an entertainment medium, adding "that determines its value as an advertising medium".

He estimated the annual expenses of a station reaching 19,000 families at $96,800 and placed the potential gross income of such a station at $145,600, which would provide a margin of $48,800 over costs to cover both program expense and net profit.

Fly Stops Cramer

Speaking for the TBA, Mr. Du Mont urged the FCC to "end the indecisions and restraints" on television by accepting the recommendations of RTPB Panel 6. He charged that the "cloak of enforced secrecy" over wartime restrictions had been used in some quarters as a subterfuge to base claims on so-called "miracle" improvements, asserting that the country's best engineers say there are no "miracles in sight". He suggested, however, that experimental television be carried on in the upper spectrum while the art goes ahead under present standards.

Mr. Raibourn suggested that television could advance more rapidly if the pickup equipment were improved. While he thought television should be developed, or at least tested, in the 500 mc band, he urged the Commission to al-

New Type of Television Transmitter Developed by Federal for Use by CBS

WHILE the FCC listens to the pros and cons of high and low-frequency television at its allocation hearing, Federal Tel. & Radio Corp. Newark, manufacturing associate of International Tel. & Tel. Corp., is going ahead with a new type television transmitter for CBS, it was announced last week.

Called by the builders a "revolutionary new method of transmission," the proposed station will provide television in black and white, and full color, "clearer, sharper and larger than ever before", said the announcement released by Federal. Sight and sound signals will be broadcast on the same frequency, creating a new standard for broad-band, fine screen reception, according to Federal. The carrier frequency will lie between 450-500 mc and the video frequency will be 10 mc.

"This technical innovation incorporated in the equipment represents a great advantage in the operation and maintenance of the television station, in addition to its benefits to the radio audience, since a single transmitter rather than two independent transmitters is used," said the Federal announcement. "This fact, in turn, means a lower first cost, less power consumption, less space requirement and fewer high-power tubes."

Under the new system proposed by Federal engineers, working in cooperation with CBS experts, sound and picture signals are combined at the studio, then broadcast as a composite signal. Use of this type of transmission simplifies, rather than complicates, receiver design, permitting use of fewer tubes, the announcement stated.

Application of the new type of transmission requires creation of special vacuum tubes, which are being designed by Federal. Under a firm contract signed Oct. 10, Federal is to deliver the transmitter by June 10, 1945, or not later than Aug. 10, [BROADCASTING, Oct. 23]. It will be installed atop the Chrysler Tower in New York. Sets will be manufactured, according to CBS executives, by Zenith Radio Corp.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER July - August, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

THE FIGURES TELL OUR STORY ... a real radio buy

WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION

= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

WWL NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

630 KILOCYCLES

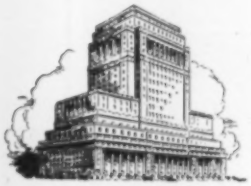
5000 WATTS Full Time

BLUE NETWORK

Represented Nationally by John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI



Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS

MONTREAL CANADA

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman

SURE SHOT IN IDAHO!

KSEI
POCATELLO · IDAHO

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

VOTE for HARTFORD

As the post-war area most likely to succeed, vote for Hartford! Spend your advertising dollars in a market which about doubles the Effective Buying Income of the average U. S. family!

USE WDRC TO CONNECT IN CONNECTICUT

locate frequencies "at the lowest levels in the spectrum which are available".

When Mr. Cramer read a prepared statement, extolling the qualities of present-standards television, Chairman Fly interrupted frequently and before the witness had finished, the chairman told him to place the rest of his statement in the record. Mr. Cramer's assertions were termed by Mr. Fly as "argumentative". When the witness commented that some of his statement "possibly will be brought out in cross-examination", Chairman Fly said: "It will not." A moment later the chairman interrupted Mr. Roberts, who attempted to cross-examine Mr. Cramer and the witness left the stand.

Dr. Goldsmith submitted considerable technical data on propagation, saying that all of Du Mont's measurements "seem to point to the desirability of low frequencies from the standpoint of multipath and shadow". His firm is eager to "go into the higher spectrum", he said, but he felt present television should not be stopped. He estimated it would be 6-10 years before "this radical change in television" to higher frequency broadcasting can be accomplished.

Mr. Sanabria recommended a Government-controlled or operated television system to avoid private "monopolies", setting aside the five best channels as "franchised channels". He would divide the country into television areas, with a federally supervised utility "consisting of the five or less telecasting companies". Under his plan, every receiver would be registered with the "utility" at $2 or so per month, to be paid for by the set owner. His suggestion embodied use of motion picture films and little advertising.

Under cross-examination, Comdr. Craven said if he had his choice for an all-time television frequency, he'd take 750 mc, with a 13 mc channel. He suggested that 60-100 mc would be a good location for FM. Questioned by Sutherland G. Taylor of the CBS legal staff about his five-year interim plan, Comdr. Craven said broadcasters have an obligation to the public and regardless of whether better television is ready earlier than five years, broadcasters operating under the present system should be required to fulfill their obligations to the public.

Effects of Zoning

Statements replying to questions propounded by the FCC staff were submitted by William S. Duttera, engineer in the NBC radio facilities section and member of a Committee 4 subcommittee; Robert E. Shelby, development engineer of NBC, representative of Committee 1, and F. J. Bingley, chief television engineer, Philco Corp., all of Panel 6.

Mr. Duttera said zoning of television stations to avoid F2, Sporadic E and bursts might be partially effective but would greatly complicate allocations problems and reduce the potential number of stations.

Mr. Shelby said from the sole view of multipath and shadow phenomena the best frequency range for either monochrome or color television is a "continuous band starting at about 40 mc". He said he believed it would be technically possible to render a service in the present television band and simultaneously in a band above 300 mc when the new service has been developed to a point of commercial practicality.

Mr. Bingley said operation at 300-1,000 mc is practicable now and that soon it will be practical for frequencies between 1,000-3,000 mc "and later above 3,000 mc". He contemplates that television eventually will move into the higher spectrum.

Opening the facsimile phase Friday morning C. M. Braum, chief of the nonstandard broadcast application section, Broadcast Division, FCC Engineering Dept., submitted exhibits on facsimile as it exists today. John V. L. Hogan, appearing as chairman of RTPB Panel 7 (facsimile) presented the RTPB recommendations for 20 facsimile channels 100 kc wide in the 100-200 mc band (see page 11).

George Henry Payne, vice-president, director and stockholder of Finch Telecommunications, and for nine years a Commissioner, corroborated the RTPB statement that separate channels need not be allocated for facsimile, although he said facsimile may be multiplexed on existing broadcast frequencies. If those assigned to existing services are changed and if new services are authorized, the situation with regard to multiplexing of facsimile will not be altered, said the former Commissioner.

"Entirely automatic record communication for use in the home is available through multiplexing on the band of frequencies assigned to FM," said Mr. Payne. Multiplexing may be used on police frequencies, in aviation, weather services, marine, general industry and educational services, he continued. He approved Commission Rule 3.228, which the RTPB recommended be amended to lift "restrictions".

John D. Woodward, Washington consulting engineer, appearing on behalf of Finch, submitted technical data. Supporting Sec. 3.228, Mr. Woodward said Finch Telecommunications "proposes that the Commission consider the maximum utilization of all frequencies provided or to be provided for the transmission of FM aural programs".

Multiplexing Feasible

Maj. Frank R. Brick Jr., vice-president, Finch Telecommunications, and member of Panel 7, testified that multiplexing, or the transmission of both sound programs and facsimile on the same frequency without interference one with the other, is entirely feasible. He urged that the present band width of 200 kc for FM be maintained.

William S. Halstead, president of Halstead Traffic Communications Corp., New York City, formerly of Finch, testified his company is making preliminary tests of Finch equipment for two-way radio on the New York Central R.R.

R. J. Rockwell, engineering director, Broadcasting Division, Crosley Corp., testified in support of the

Semler on Full MBS

R. B. SEMLER INC., New York, in a major expansion of its radio advertising, has signed for the full Mutual network Monday through Friday 12 noon to 12:15 p. m. to present a news commentary in behalf of Kreml Hair Tonic and Kreml Shampoo. New program will be in addition to sponsorship of Gabriel Heatter, Monday, Wednesday, Friday, 9-9:30 p. m. on Mutual. Firm has presented Mr. Heatter since 1938, starting with WOR New York and gradually enlarging the network. Semler radio promotion also includes station breaks and announcements on stations in 14 cities in the evening, and in 25 cities in the daytime. Agency is Erwin, Wasey & Co., New York.

Semler will also buy two additional daytime quarter-hour periods weekly, the time, starting date and commentator still to be determined. Auditions were also in process last week for the noon-time commentator, who will be heard on approximately the same network of 170 stations carrying Mr. Heatter for Semler.

WCLE-WHKK Party

UNITED BROADCASTING Co. was host at a cocktail party held in the Drake Hotel, Chicago, Oct. 25 for the midwestern radio industry to celebrate moving of WCLE Cleveland to new call letters WHKK Akron, O. Actual change will occur sometime after the first of the year. WHKK frequency will be 640 on 1000 w. H. K. Carpenter, executive vice-president, UBC; Carl Everson, vice-president and general manager of WHKC Columbus; K. K. Hackthorn, vice-president, general manager WHK Cleveland; and H. H. Hoessly, business manager WHKC Columbus, were hosts, assisted by the Chicago Paul Raymer Representatives. United Broadcasting Co. is also comprised of WHK Cleveland and WHKC Columbus.

Harvester Spots

INTERNATIONAL Harvester Co., Chicago, began sponsorship Oct. 17 and Oct. 30 of one-minute spot announcements five times weekly on 176 stations. Contracts were placed by Aubrey, Moore & Wallace, Chicago.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Broad Field Seen for Facsimile

(Continued from page 11)

Finch position that multiplexing be continued.

D. C. Summerford, chief engineer, WHAS Louisville, testifying at the request of Finch, advocated continuance of frequency space for facsimile transmission.

Logan L. Thompson, operations manager, Metropolitan Television Inc., New York, member of Panel 7 and alternate on Panel 6 and Panel 9, testified that multiplexing will provide the new operator in the broadcasting field an added means of revenue to help sustain the cost of operation."

Municipal Uses

Morris S. Novik, Director of Communications, City of New York (WNYC), testified facsimile can be used by New York City in many ways in board of education, police and fire department broadcasts.

George Lewis, engineer, Federal Telephone & Radio Corp., testified that transmission between the *S. S. Queen Mary* and his company's station on Long Island in 1938 at distances of more than 2,000 miles demonstrated definite proof of the value of facsimile.

Comdr. Craven, returning to the stand, advocated that the FCC encourage facsimile and reserve space in the spectrum to permit its development and operation as a service to the public. He suggested that channels be allocated near those set aside for FM and television "because it seems that it might be possible to make use of FM receivers and television receivers in a manner which would tend to cheapen the cost of facsimile receiving equipment."

Mr. Hogan, recalled to the stand for cross examination, said he would not like to see the FM channel reduced below 200 kc.

Dr. R. R. Lowdermilk, acting director, Educational Radio Service, U. S. Office of Education, cautioned against giving too much importance to facsimile as an adjunct to education.

Paul J. Larsen, radio engineer associated with the Johns Hopkins U., Applied Physics Research Lab. in war activities for the Office of Scientific Research & Development, speaking for the Society of Motion Picture Engineers, presented a formal request for 75 channels 20 mc wide ranging from 600-6,300 mc for a nationwide theatre television service [BROADCASTING, Oct. 9].

be known to "all the radio homes of the world," he predicted.

"Facsimile in the prewar years suffered, in my opinion," said the engineer, "from over-exploitation and under-accomplishment. . . . There has never been any doubt about the public service value of a mechanism that would deliver a recorded, readable message by radio to the homes of the nation. The only question has been as to the way in which it might be delivered."

Nighttime AM facsimile, as attempted before the war, was not satisfactory because, said Mr. Hogan, "people seem to want a facsimile service when they can see it come in, when they know it is fresh, and at speeds comparable to the rate at which they normally read."

He urged that Rule 3.228 governing facsimile and multiplex transmission be amended, charging that "the limitations of this rule prevented the development of facsimile broadcasting as an independent service, by requiring that facsimile be combined with sound on a single FM transmitter, by what are called multiplex or duplex methods, and that the facsimile program be incidental to the sound."

Mr. Hogan asserted, however, that "there does exist the possibility that multiplex or duplex facsimile and sound may later be demonstrated as suitable for the transmission of both services over a single transmitter." Panel 7 recommended that Commission regulations be so drawn to "encourage the development of such multiplex systems."

Whether facsimile with sound would be an accepted service or facsimile alone would be the preference of the public has been given serious study by Panel 7, the chairman said. As examples of facsimile accompanied by sound Mr. Hogan said music lessons, language lessons, program notes to explain musical programs and maps or other illustrations to supplement news reports represent a "valuable public service and should be provided for in the new allocation."

Panel 7 suggested three methods for taking care of facsimile without sound, Panel 2 offered a fourth and the FCC proposed a fifth, on which Mr. Hogan commented. Following are the methods and Mr. Hogan's comments on them:

1. Any FM licensee in the regular FM band (41-50 mc), be permitted at his discretion to use his station for the transmission of facsimile instead of sound.

This requires no extra channel space and would handle the early future needs of facsimile broadcasting "everywhere except in the few large program-originating cities".

2. Any television licensee be permitted to use his audio or video channel for facsimile, at his discretion.

Would provide an opportunity for facsimile broadcasting by television operators, but would exclude from facsimile all those not able to afford to go into television.

3. Assign 20 FM channels, 100 kc wide, exclusively to facsimile broadcasting preferably in the 100-200 mc band.

This allocation would be ideal for development of facsimile.

4. Facsimile share the 450-460 mc band with air navigation aids.

Such assignment would be better than today's conditions under Rule 3.228, but would hold back development of facsimile until tubes and modulators of adequate power at such frequencies could be built, but, more important, until home receiver manufacturers could learn the techniques of handling high frequency plumbing instead of the circuits with which they are familiar today. Such transition might take several years.

5. Proposed by the FCC. Assigning to facsimile the 25-26.9 mc band, shared now by broadcasting and Government and the 27-29.9 mc band, shared by general communication and Government.

These bands are split into 25 kc AM channels and not being used much by anybody. If they were divided into 100 kc FM channels for facsimile or 200 kc channels for sound they would be of much greater public value than they are today, but they exhibit a strong daytime skywave effect, actually an international effect. That, however, should not impose too great an allocation problem if a reasonable number of channels were provided to allow some flexibility and factor of safety to the Commission's Engineering Dept.

Other methods suggested by Mr. Hogan included: Facsimile might be used optionally on half of the FM sound broadcasting channels, or 10 of the projected FM channels might be assigned primarily facsimile and optionally for sound.

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"GEARED TO AM-FM EXPANSION"
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District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
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High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
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RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

Accurate Concise Dramatic
LYN and PEL
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

1945 YEARBOOK
DEADLINE DEC. 1
Regular Rates Apply

Complete Set of
1939-40-41-42-43-44
IOWA RADIO AUDIENCE SURVEYS
will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.
Each study contains new information on listening habits of Iowa radio families. 80 sets available.
Write to
WHO—
Des Moines 7, Iowa

AP
KFNF, Shenandoah, Iowa
". . . there is so much new material on the AP wire we are now able to give our listeners real news-on the-hour service."
Frank Stubbs
Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

FOUR TOP MARKETS!
Central Kentucky
WLAP *Lexington, Ky.*
Amarillo
KFDA *Amarillo, Tex.*
The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*
Knoxville
WBIR *Knoxville, Tenn.*
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 21 TO OCTOBER 27 INCLUSIVE

Decisions . . .

OCTOBER 23

KABC San Antonio—Granted request for 30 day extension ending Nov. 17 to comply with terms of conditional grant.

KOBH Rapid City, S. D.—Granted request to change call to KOTA.

WCLE Cleveland—Granted request to change call to WHKK.

WKPA New Kensington, Pa.—Granted license renewal for period ending May 1, 1947.

KFJZ Forth Worth, Tex.—Granted license renewal for main and auxiliary for period ending Nov. 1, 1945.

WHAZ Troy, N. Y.—Granted license renewal for period ending No. 1, 1945.

WHBL Sheboygan, Wis.—Same.

KOWH Omaha—Denied special service authorization for 660 kc 250 w N 500 w LS unlimited for period ending No. 1, 1946.

Joe L. Smith Jr., Charleston, W. Va.—Designated for hearing application for new station, 1400 kc 250 w unilmited, to be heard with application of Reed D. Smith, requesting same facilities in Charleston.

Telegram Publishing Co., Salt Lake City—Designated for hearing application for new station, 1490 kc 250 w unlimited.

WPRP Ponce, P. R.—Designated for hearing application move transmitter and install new antenna; and application for vol. assgn. license from Julio M. Conesa to Voice of Puerto Rico Inc.

Consolidated Broadcasting Co., Ponce, P. R.—Designated for hearing application for new station, 1420 kc 250 w unlimited; to be consolidated with WPRP applications.

Ronald B. Woodyard, Utica Broadcasting Co., Utica, N. Y.—Designated for consolidated hearing applications for new station, 1450 kc 250 w unlimited.

Magic City Broadcasting Co., Patterson Broadcasting Co., Thomas N. Beach, Courier Broadcasting Service, Birmingham, Ala.—Designated for consolidated hearing applications of Magic City Broadcasting Co., Patterson Broadcasting Co. and Thomas N. Beach for new station, 1490 kc 250 w unlimited, and application of Courier Broadcasting Service, Birmingham, for new station, 1260 kc 250 w unlimited.

National Broadcasting Co., New York—Cancelled license for Temp. Class 2 experimental station hf W2XWG at request of licensee as operation of station was discontinued Sept. 23 and activities now maintained by WEAF-FM.

OCTOBER 25

KFXD Nampa, Ida.—Granted petition postpone hearing now set Nov. 7 and continued same to Dec. 4 on application change frequency and Queen City Broadcasting Co. application new station Boise. Granted petition take depositions.

Durham Broadcasting Co., Harold E. Thoms, Durham, N. C.—Commission on its own motion continued hearing now set Oct. 30 to Nov. 29.

WGBF Evansville, Ind.—Granted petition vacate hearing date set Nov. 2 and continued same to Jan. 10, 1945 re license renewal application.

Tentative Calendar . . .

NOVEMBER 1

WTCN Minneapolis—CP 710 kc 1 kw unlimited DA-N.

WHB Kansas City—CP 710 kc 5 kw unlimited, DA-DN.

(Intervenors—KMPC Beverly Hills, KIRO Seattle)

NOVEMBER 3

Centennial Broadcasting Co., Portland, Me.—CP 1450 kc 250 w unlimited.

Northwestern Radio & Television Corp., Portland, Me.—CP 1450 kc 250 w unlimited.

Applications . . .

OCTOBER 23

Filene's Television Inc., Boston—CP new commercial television station, Channel 7.

The Times-Herald, Washington, D. C.—CP new commercial television station, Channel 8.

Central Broadcasting Co., Johnstown, Pa.—CP new standard station, 1490 kc 250 w unlimited.

WROX Clarksdale, Miss.—Vol. assgn. license from Robin Weaver Sr. to Birney Imes Sr.

State U. of Oklahoma, Norman, Okla.—CP new noncommercial educational station, 42,300 kc, 3 kw, special emission for FM.

Illinois Valley Broadcasting Co., Peoria, Ill.—CP new standard station amended to request 1290 kc 1 kw unlimited, install DA-DN and specify transmitter site.

Evansville on the Air Inc., Glenwood, Ind.—CP new development station, 44,300 kc, 50 kw special emission.

Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida.—CP new standard station, 960 kc 1 kw unlimited.

KFBC Cheyenne, Wyo.—Acquisition of control by Cheyenne Newspapers Inc. through purchase 175 sh from W. A. Corson.

KCMO Kansas City—CP change kc to 810 kc, increase 1 kw N 5 kw D to 10 kw N 50 kw D, install new transmitter, changes n DA-N and move transmitter. Facilities of KOAM requested, contingent on KOAM assignment shift. (Petition to reinstate)

Standard News Assn., Patchogue, N. Y.—CP new standard station, 1540 kc 1 kw unlimited (Dismissed, lack of prosecution).

OCTOBER 25

Blue Network Co.—Vol. assgn. to American Broadcasting Co. licenses of following stations: standard—WJZ New York, WENR Chicago, KECA Los Angeles, KGO San Francisco; relay—WJMP WJMT WJMU WJNB WJNE WJLM WJLO WJLP WJLQ WJLT WJLX WJLY WJLZ WJOG WJOQ WJNL WJNM WJNQ WJNW WJNX WJNZ WJOD WJNH WJNI WJNK WBUL WBUS WDAT WJMD WJMF WJMK WJML KFGU KFGR KFEZ KFGY KFFB KFFH KFFQ KFFS KFFV KFFW KFFY KFGG KFGK KFGL KFGM.

OCTOBER 27

The Brockway Co., South of Massena, N. Y.—CP new standard station, 1340 kc 250 w unlimited.

Centennial Broadcasting Co., Portland, Me.—CP new standard station amended re changes in capital stock of corporation.

WFAS White Plains, N. Y.—CP new FM station, 49,900 kc, 435 sq. mi., amended to request 3,540 sq. mi.

WSPD Toledo—CP new FM station, 43,500 kc, 19,350 sq. mi., $115,000 estimated cost.

KGNC Amarillo, Tex.—CP change 1440 kc to 860 kc, 1 kw N 5 kw D to 5 kw DN, install DA-N and move transmitter.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
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H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
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Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

Network Accounts

All time Eastern Wartime unless indicated

New Business

EVERSHARP Inc., Chicago (pens, pencils), about Nov. 17 starts *The People Request* with Orson Welles on an undetermined number of CBS stations, Fri. 7:15-7:30 p.m. Agency is Blow Co., New York.

SEVEN-UP Ltd., Montreal (beverage), on Oct. 17 started *Le Petit Cafe du Coin* on CKAC and CHRC, Tues. and Thurs. 7:45-8 p.m. Agency: Vickers & Benson, Montreal.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (corn syrup, corn starch), on Oct. 28 started *Wes McKnight Sportscast* on 23 CBS Ontario stations. Agency: M. Connell, Eastman & Co., Toronto.

IMPERIAL OIL, Toronto (gasoline), on Oct. 28 started *N. H. L. Hockey* on 18 CBS Trans-Canada network stations, Sat. 9:05-10:30 p.m. Agency: MacLaren Adv., Toronto.

UNION ICE Co., Los Angeles (institutional), on Oct. 29 started *American Rhapsody* for 52 weeks, on 5 CBS California stations Sun., 5-5:30 p.m. (PWT). Agency: George M. Wessells Adv., Los Angeles.

Network Changes

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Oct. 17 replaced *John Nesbitt's Passing Parade* on 127 CBS stations Tues., Wed. and Thurs. 7:15-7:30 p.m. with *Chesterfield Time*. Agency: Newell-Emmett Co., N. Y.

GOODYEAR Tire & Rubber Co., Akron (heels and soles), on Nov. 21 starts *Roy Rogers Show* on 67 MBS stations, Tues. 8:30-9 p.m., having discontinued Nov. 14 *Melody Roundup* on 57 NBC stations, Sat., 11:30 a.m. to 12 noon. Agency is Young & Rubicam Inc., N. Y.

CAMPBELL SOUP Co., Camden (soups), on Oct. 25 added to *The Jack Carson Show* on 121 CBS stations, Wed. 9:30-10 p.m., a West Coast repeat 9:15-9:30 (PWT). Agency: Foote, Cone & Belding, N. Y.

Durr Addresses Women

A LEFT-HANDED crack at commercial radio was taken by FCC Commissioner Clifford J. Durr in an address before the New York Federation of Women's Clubs Inc. at the Hotel Astor, New York, Oct. 27, when Commissioner Durr poked fun at soap operas, singing commercials and announcers' inquiries into women's personal condition. Topic of Commissioner Durr's talk was "Radio and Women's Responsibility". Commissioner Durr urged women to become more conscious of radio's possibilities and to raise their voices in insistence that these future possibilities be fulfilled.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer With experience on panel and transcription tables, by 1000 watt midwestern network station. Excellent working conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

WANTED—TWO FIRST CLASS ENGINEERS MIDWEST AREA NON-DEFENSE AREA. ATTRACTIVE WAGES. NORMAL HOURS. POST-WAR FUTURE. BOX 821, BROADCASTING.

Two top flight announcers needed for southern station. Basic $42.50 for 40 hours, 5 day week. Talent possibilities make at least $50 to start. Prefer southern or middle western men with complete experience. Ideas pay dividends here. Wire if interested and follow with letter, air express to WMPS, Memphis, Tenn.

News-program announcer and platter jockey. Clean voice, good on production and able handle heavy control room schedule. Open shop. $60 for 45 hours and no idle time. Not a draft replacement but permanent only so long as station's interest obviously of first consideration. Genuine opportunity for conscientious and aggressive man to grow with small but highly efficient organization in southeast. Gypsies and floaters not wanted. Box 831, BROADCASTING.

We have opening for man with first class license in our engineering department and also for good experienced announcer who is ambitious and wants to go places. Definitely must have something on the ball. 250 Blue Network station located in Ohio. Box 832, BROADCASTING.

Here is the opportunity—for time salesman now producing for small radio operation who feels he is now ready for 5 kw midwest metropolitan station. If you are energetic, aggressive, and ambitious, and are interested in a bright future in radio, send recent photograph, business history, and present earnings to Box 833, BROADCASTING.

Announcer—continuity writer, immediately by Columbia affiliate in Pennsylvania. Pleasant living and working conditions. Send background, photo, starting salary, etc. Permanent for right party. Box 834, BROADCASTING.

Announcer-newscaster—Splendid opportunity with progressive midwest Blue Network affiliate. Give full details, past experience, salary expected, first letter. Box 837, BROADCASTING.

Wanted—Announcer for live-wire Blue Network station in New York State. Experience not necessary. Talent opportunities. Send full details first letter. Box 842, BROADCASTING.

Radio engineer, fully experienced in transmitter and studio work. A man capable of becoming chief engineer on an old established regional Florida broadcasting station. An excellent opportunity for an experienced man. Box 843, BROADCASTING.

Wanted—Experienced announcer. Send small photograph, stations for whom you have worked, audition disc of announcements and news. Excellent salary to right party. Permanent position. Intermountain Broadcasting Corporation, Salt Lake City, Utah.

Two good news reporters, day and night side. Outside and desk work. Also good newscaster. Only men desiring permanent position wanted. Write WHBF, Rock Island, Ill., stating qualifications, salary requirements, etc. All applications confidential.

Help Wanted (Cont'd)

WKY Radiophone Company, Oklahoma City, Oklahoma has opening for man who knows news, can rewrite and present newscasts on air.

Announcer wanted. Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Situations Wanted

Experienced radio executive. Formerly controlling large local accounts. Now available for sales management of progressive eastern seaboard station. Profit sharing basis or over-ride on increase business acceptable. Available November 1. Box 267, 246 Fifth Ave., New York City.

Announcer—Some experience, 4F, prefer western states. Box 838, BROADCASTING.

Young woman desires position with progressive station. 12 years experience as program manager, announcing, promotion, continuity, office manager in local station. Now employed. Box 839, BROADCASTING.

Radio operator—First class license, beginner, some experience, desires permanent connections. Box 840, BROADCASTING.

Chief engineer, 15 years experience. Excellent background. Desires position with AM station operating or planning FM expansion. Box 841, BROADCASTING.

Station executives—Young lady, 21, single desires position in production department of modern, growing station. 6 years dramatic study, 2 years actual radio experience. Some script writing. Salary dependent living costs your town. High school graduate with 1 year's business schooling, 3 year's advertising agency work. All offers considered. Write or wire J. T., 4231 Appleton St., Cincinnati 9, Ohio.

Situations Wanted (Cont'd)

Experienced woman announcer, specializing in women's features, interested in southern location. Also continuity writer. College degree. References, transcription, and picture on request. Box 836, BROADCASTING.

20 years practical experience as chief engineer. Desire better working conditions. Any reasonable salary will be considered. Title unimportant. Box 835, BROADCASTING.

Wanted to Buy

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Tower, around 250 feet. Also ground wire. Box 804, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Three used 1 kw DeForest-Sylvania transmitters converted to standard broadcast service, complete le s tubes and crystals. $4,500 each FOB Los Angeles. Filing data available Nov. 1st, can ship transmitters Dec. 1st. 50% with order balance on delivery. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

One only new Temco transmitter converted to 250 watt standard broadca t service, complete with one set of tubes and approved temperature control oven. $3,000 FOB Los Angeles. Filing data available immediately, can ship transmitter in 30 days. First telegraphic money order or certified check takes same. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

NOVEMBER 14

6 Weeks' Day Course

NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING RADIO CITY, N.Y.
CIRCLE 7-0193

Announcing

. . . A NEW NATIONAL REPRESENTATIVE SERVICE!

If you are interested in a National Representative that:

- Can sell your market, station, and policies, as well as your time . . .
- Believes in working with the time-buyers and assistants, as well as advertisers and account men . . .
- Has a radio station background in local and national sales, as well as the representative field . . .
- Can do a real job of selling Goodwill, as well as time for a select group of stations . . .

Then I would like the opportunity of talking to you.

BOX 830, BROADCASTING MAGAZINE

THOMAS DENIAL

Newscaster Says His Coverage Not Slanted for Dewey

LOWELL THOMAS, NBC commentator, defending himself in a recent broadcast against alleged charges that his daily newscasts favored the candidacy of Gov. Thomas E. Dewey, pointed out that while he lived near Pawling, N. Y., locale of the Governor's country home, the circumstances of proximity actually brought forth a "special effort to keep an unbiased balance".

He stressed that in a presidental campaign, the administration in power is necessarily in the news daily, giving it a "tremendous advantage", whereas the opposition candidate can only make statements which are newsworthy on their own merit.

He continued, "Yet some people will go on feeling that every time a news program recites an item about Dewey, that's a Dewey boost, in spite of the fact that President Roosevelt, running for re-election, actually gets 10 times as much attention because of the nature of his office."

Excerpt of the broadcast appears in the Oct. 21 issue of Radio Reports Inc.'s weekly bulletin, which noted, on the basis of monitoring for the week ending Oct. 13, that radio opinion continued to point to an extremely close election.

AMA Radio Luncheon

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt and recent general manager of the American Network, FM organization, will discuss "Possibilities of a Fifth Radio Network" at the first fall Radio in Wartime luncheon of the American Marketing Assn., Nov. 2 at the Murray Hill Hotel, New York. R. L. Gibson, manager, WRGB, General Electric television station, will discuss program preferences of the video audience and R. J. Smith, radio chief, U. S. Treasury Dept., will speak on "Your Biggest Job in Radio'". George H. Allen, manager, Cooperative Analysis of Broadcasting, is chairman of the meetings.

News MBS Schedule

PROGRAM SCHEDULE of the four major networks with sponsor rating and other pertinent data for each quarter-hour is being released by MBS on a monthly basis to a selected group of agency timebuyers and to the trade press. The booklet lists "hot-spot" MBS time periods and programs on the cover. Four-network schedule gives Crossley ratings and indicates network option time, sustaining and commercial programs, number of stations, repeat broadcasts and starting dates of new shows. Network is putting out its own comparative schedule, it was said, in order to increase the circulation of impartial four-network schedules.

Irving Winter

IRVING WINTER, 36, a partner in the advertising agency of Winter & Winter, New York, died Oct. 20 at his home in Brooklyn, N. Y., leaving his brother and partner, his widow and daughter.

BRONZE STAR Medal is awarded Lt. Col. Charles T. Clyne (l), formerly with Free & Peters, New York, station representatives, for his success in handling an "enormous increase in volume of Air Corps supplies from Sept. 1943 to April 1944 with limited personnel." Col. Clyne inaugurated a policy for faster handling of supply requisitions "which contributed materially to the successful operations against the enemy". Brig. Gen. Donald R. Goodrich, Commanding General of the VIII Air Force Service Command, pins the citation ribbon on Col. Clyne.

Broadcasters Provide Public Service During Period of Two Catastrophes

By GILBERT GARDNER

RADIO'S value in a catastrophe was demonstrated twice within the last fortnight during the hurricane which swept up through the southeast from Cuba, and during the holocaust in Cleveland, when the East Ohio Gas Co. fire devastated 50 city blocks in the east side industrial and residential section.

From North and South Carolina and Florida the story of radio's emergency value was retold [BROADCASTING, Sept. 25, Oct. 23]. At Boca Raton Army Air Field, where Lt. Ralph Tuchman, former editorial staff member of BROADCASTING is public relations officer, Col. A. L. Jewett, commanding officer, wrote WIOD Miami expressing appreciation for the station's aid in reaching all personnel with necessary instructions, thus enabling the Army to carry out the evacuation of personnel and valuable equipment to a place of safety in the minimum time. According to a report from Lt. Tuchman, Army and Navy installations in the Florida area called on WGAM WFTL WKAT WWPG WJNO. Advisory broadcasts were aired day and night indicating the progress of the storm.

Praise from Col. Hill

WIOD also was the recipient of a letter from Col. Luther L. Hill, commanding officer at Boca Raton and former executive vice-president of Cowles Broadcasting Co., who expressed his appreciation and that of his men, to WIOD general manager James M. LeGate, for the "splendid public service afforded . . . during the hurricane emergency." Another letter of praise came to WIOD from M. Van Valkenburgh, Miami Lions Club secretary.

For Latin-American residents in southern Florida, WIOD carried a weather report in Spanish by Blanca Estrella, WIOD Spanish news commentator, who remained on duty in the studios translati U. S. Weather reports.

In West Palm Beach, WJNO, through Frank Browne, special reporter, cooperated with the U. S. Weather Bureau by performing a "pre-hurricane service", broadcasting advisory bulletins 48 hours in advance of the tropical storm to residents of Palm Beach County. On Wednesday (Oct. 18), when it appeared certain the hurricane would hit Miami, WJNO sent Frank Browne to report a firsthand account and to interview Ernest J. Carson, head of the Miami Weather Bureau and an authority on tropical storms.

As the storm moved north, the wind velocity had increased to an estimated 75 m.p.h. by the time it struck Charleston, S. C. where WCSC lost its power lines, fell back on its auxiliary generator to keep the bulletins on the air for those battery sets.

Cleveland Catastrophe

In Cleveland a different kind of tragedy, the East Ohio Gas Co. fire, was equally well reported. WGAR and WJW Cleveland both performed outstanding public services to win the praise of city officials. WGAR had four staff members on the scene within 15 minutes after the first liquid gas tank burst into flames. Clare Taylor, WGAR engineer, together with a staff remained at the scene 12 hours. Special events director Sid Andorn, chief announcer Wayne Mack and announcers, Reg Merridew and John Saunders handled six on-scene broadcasts. Mobile unit served as an emergency communications center, airing messages for the Red Cross, Coast Guard and Police. Later, WGAR carried an on-the-scene proclamation broadcast by Cleveland Mayor, Frank Lausche.

WJW Cleveland sent Chuck Dolan of the continuity department to the scene where he kept in contact with the station via telephone tapped to a poll less than 1,000 ft. from the blazing tanks. Earl Harper, WJW special events director, broadcast a lakefront description of the fire from aboard a lake cruiser. In the afternoon, at 12:45, WJW carried a program of interview, conducted by Benne Alter with evacuees at Wilson Junior High School.

Across the lake in Detroit, Fred Vandeventer, WJR newscaster told listeners to his 6 p.m. broadcast that they would hear an eyewitness account from WGAR Cleveland. Switchover was made on a time-cue to Sid Andorn in the WGAR newsroom who made a two-minute dramatic presentation of first hand information. John Patt, WGAR general manager broadcast from Cleveland with George Cushing, WJR news editor in Detroit.

Drawn for BROADCASTING by Sid Hix

". . . And Now, Class, We Will Determine the Stimulus Quotient Obtained by Adding the Visual Factor To Sound!"

Canada Sales Tax Will Cover Discs

Technical Difficulties Solved By Dominion Officials

By JAMES MONTAGNES

TECHNICAL PROBLEMS pertaining to application of the Canadian 8% sales tax on all broadcasting transcriptions have now been solved and the sales tax goes into effect on Nov. 1. Planned by the Dept. of National Revenue to go into effect on Sept. 1, the sales tax was first postponed to Oct. 1 [BROADCASTING, Sept. 11] and then when more difficulties came up was postponed till all parties could be given an adequate hearing. This has now been completed with representatives of transcription companies, advertising agencies, producers and broadcasting stations all pointing out their problems to the excise division of the department.

Ruling Issued

Main basis of disagreement was on the departmental ruling that sales tax would be charged on the total cost of the transcription, including total talent cost. This was presented to be unfair to the station taking a delayed broadcast, and the department has now ruled that an exemption will be made "where a live broadcast is delayed to one or more stations by reason of a time factor, station using another program, line not being available, etc., so long as the delayed broadcast is recorded simultaneously with the live broadcast. If a charge is made or an amount received by a radio broadcasting station for recording the live broadcast, such amount will be subject to sales tax."

The sales tax on talent also does not apply where broadcasts are recorded in advance, in place of a live program, due to vacations, illness or accidents to artists, or occasional absence from the point from which the broadcast originates. Exemption will be made for such occasional recordings used on an originating station, provided such broadcasts do not exceed 10% of the series of which they form a part.

The sales tax on talent applies where recordings for a single broadcast, over a limited number of stations, are made and a record sent to each station.

All those making any recordings for broadcast purposes must take out a sales tax license and make returns to the department monthly under the sales tax regulations. Canada has had this 8% sales tax for more than a decade, but transcriptions for broadcasting will be taxed for the first time starting November 1.

WAOV Joins MBS

WAOV Vincennes, Ind., joins the Mutual Network as of Nov. 1. Station operates with 250 w on 1450 kc.

This LITTLE DOLLAR *can put* a MILLION *Dollars* to WORK!

Post-War Prosperity Will Begin at Retail Counters!

It takes little dollars to make big dollars do a job! It takes merchandise moving across retail counters to build a continuing prosperity.

After Victory, there will be no dearth of capital to start our industrial machine. There will be no shortage of productive facilities, nor of manpower. And there will be money in the pockets of millions and millions of folks, who will want to buy replacements they need, as well as all the wonderful new things that wartime research has developed.

Yet, to make these favorable factors produce a sound post-war prosperity, the problem of Distribution must be met squarely, and solved. The Distribution Decade after V-Day will place a tremendous responsibility on the distributive functions—Advertising, Merchandising, and Selling.

Management can ill afford to make any post-war plans without apportioning to Advertising, and to the men who administer it, a share of importance in keeping with the urgency of that assignment.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY SQUARE, CINCINNATI 2, OHIO

DIVISION OF THE CROSLEY CORPORATION